

## COMPARISONS OF AVERAGE AUDIENCE ESTIMATES – SELECTED PROGRAM TYPES

SECOND REPORT FOR MARCH 1979

	EVENING 7:00-11:00 PM										AM 7:00-11:00 PM		
	General Drama	Suspense & Mystery Drama(1)	Situation Comedy	Adventure	Variety(1)	Feature Films	AN 25- 30 Min.	All 55- 60 Min.	7:00- 9:00 PM	9:00- 11:00 PM(2)	Regular	Special(3)	Total(3)
HOUSEHOLDS % AVG. AUD.	15.9	17.7	22.5	15.8		20.4	22.3	17.1	18.6	18.3	18.4	16.9	18.2
NO. OF PROGRAMS†	15	8	31	4	IFR	5	29	35	32	41	73	15	88

	EVENING 6:00-7:00PM		MONDAY-FRIDAY 11:30-1:00AM		WEEKDAY DAYTIME 10:00AM-4:30PM					WEEKEND DAYTIME			
	Informational(1)				Quiz & Aud. Partic.(1)	Situation Comedy	10:00AM- 1:00PM	1:00- 4:30PM	10:00AM- 4:30PM	Chil- dren's(1)	Sports		
	Once-a-Week	Multi-weekly	11:30PM- 1:00AM(4)	Daytime Drama							Regular	Special(3)	Total(3)
HOUSEHOLDS % AVG. AUD.	9.2	12.5	6.2	7.6	5.4	6.5	5.9	7.5	6.8	5.8	6.9	9.4	8.0
NO. OF PROGRAMS†	5	3	11	13	11	3	17	11	28	34	11	11	22

(1) SEE INTRODUCTION FOR INDIVIDUAL TYPES IN ABOVE GROUPING.  
(2) INCLUDES 8:30-9:30PM AND 8:30-10:00PM PROGRAMS.

(3) WEIGHTED BY DURATION AND FREQUENCY AND LIMITED TO REGULARLY SCHEDULED PROGRAMS, EXCEPT FOR TYPES CARRYING THIS FOOTNOTE.  
(4) INCLUDES OVERRUNS EXTENDING BEYOND 1:00AM.

IFR INSUFFICIENT NUMBER OF PROGRAMS IN TYPE FOR REPORTING.

† PROGRAMS ARE RATED IN TERMS OF TOTAL DURATION, UNDER FIVE-MINUTE PROGRAMS ARE EXCLUDED.

## NATIONAL TV NIELSEN RATINGS RANKING – TOP PROGRAMS(†)

BASED ON NIELSEN ESTIMATES FOR TWO WEEKS ENDING MARCH 25, 1979

## NIELSEN AVERAGE AUDIENCE

RANK	PROGRAM	AUDIENCES		RANK	PROGRAM	AUDIENCES	
		% U.S.	NO. (000)			% U.S.	NO. (000)
1	THREE'S COMPANY	34.8	25,930	8	EIGHT IS ENOUGH	27.7	20,640
2	LAVERNE AND SHIRLEY	32.3	24,060	10	BARBARA WALTERS SPECIAL(S)	27.0	20,120
3	MORK & MINDY	31.4	23,390	11	13 QUEENS BLVD.#	26.9	20,040
4	HAPPY DAYS	30.4	22,650	12	ANGIE	26.8	19,970
5	ROPER'S	30.2	22,500	13	ALL IN THE FAMILY	26.2	19,520
6	60 MINUTES	28.5	21,230	14	ONE DAY AT A TIME	25.2	18,770
7	M*A*S*H#	28.1	20,930	15	SOAP#	24.4	18,180
8	ABC SUNDAY NIGHT MOVIE	27.7	20,640	16	LITTLE HOUSE-PRAIRIE	24.2	18,030

1 MON.	9.30P	90 CBS AC	2	194	197	99	99	A	23.6	35	1758	WED.	9.00P	60 ABC PD	23	206	99	B	25.2	39	1877		
ALICE								B	23.6	35	1758	CHIPS							A	19.8	37	1475	
SUN.	9.00P	30 CBS CS										1 SAT.	8.00P	60 NBC OP				B	20.2	35	1505		
ALL IN THE FAMILY			17	189	197	99	99	A	26.2	40	1952	CLIFFHANGERS			4	205	186	99	97	A	13.2	21	983
SUN.	8.00P	30 CBS CS						B	26.3	39	1959	TUE.	8.00P	60 NBC A	8	182	184	97	97	B	13.8	21	1028
ANGIE			6	188	193	97	98	A	26.8	42	1997	DALLAS							A	21.4	39	1594	
THU.	8.30P	30 ABC CS						B	28.2	43	2101	FRI.	10.00P	60 CBS GD					B	20.3	35	1512	
B.J. AND THE BEAR			6	193	196	98	95	A	15.0	27	1118	DELTA HOUSE			7	198		99	A	13.7	26	1021	
SAT.	9.00P	60 NBC A						B	17.0	29	1267	1 SAT.	8.00P	30 ABC CS					B	15.1	26	1125	
BAD NEWS BEARS			1		174		97	A	20.0	37	1490	DELTA HOUSE (B)				187		98	A	17.5	29	1304	
2 SAT.	8.00P	30 CBS CS						B	20.0	37	1490	2 THU.	9.30P	30 ABC CS									
BARBARA WALTERS SPECIAL(S)				200		99		A	27.0	47	2012	DIFFRENT STROKES			19	182	201	94	99	A	20.8	36	1550
1 TUE.	10.00P	60 ABC CC										FRI.	8.00P	30 NBC CS					B	19.8	33	1475	
BARNABY JONES			21	190	196	99	99	A	18.8	34	1401	DRACULA '79(S)						95	A	12.5	23	931	
THU.	10.00P	60 CBS PD						B	20.6	35	1535	2 SAT.	8.00P	60 NBC A									
BARNEY MILLER			23	189	190	97	98	A	23.4	37	1743	DUKES OF HAZZARD			7	183		98	A	22.2	39	1654	
THU.	9.00P	30 ABC CS						B	23.2	36	1728	1 FRI.	9.00P	60 CBS GD					B	20.7	34	1542	
BATTLESTAR: GALACTICA			19	200		99		A	18.6	28	1386	EIGHT IS ENOUGH			25	200	180	99	96	A	27.7	43	2064
1 SUN.	8.00P	60 ABC SF						B	20.2	31	1505	WED.	8.00P	60 ABC CS					B	24.8	39	1848	
BIG EVENT-TUE.			22	201	196	99	98	A	10.1	17	752	FAMILY			19	184	185	97	97	A	16.5	30	1229
TUE.	9.00P	120 NBC FV						B	16.7	27	1244	THU.	10.00P	60 ABC GD					B	18.1	32	1348	
BIG EVENT			15		206		99	A	15.5	23	1155	FANTASY ISLAND			24	195	198	98	99	A	18.0	34	1341
2 SUN.	8.00P	120 NBC FV						B	19.4	29	1445	SAT.	10.00P	60 ABC A					B	21.0	38	1565	
BILLY			1		178		97	A	16.0	29	1192	FLATBUSH			3	179		95	A	15.0	22	1118	
2 SAT.	8.30P	30 CBS CS						B	16.0	29	1192	1 MON.	8.30P	30 CBS CS					B	15.2	22	1132	





## PROGRAM AUDIENCE ESTIMATES (ALPHABETIC)

2ND MAR. 1979 REPORT

PROGRAM NAME					T/C THIS SEASON	NO. OF STATIONS		PROGRAM COVERAGE		HOUSEHOLD AUDIENCES				PROGRAM NAME					T/C THIS SEASON	NO. OF STATIONS		PROGRAM COVERAGE		HOUSEHOLD AUDIENCES				
WK #	DAY	START TIME	DUR	NET	TYPE	WK 1	WK 2	WK 1	WK 2	K E Y	AVG. AUD. %	SHARE %	AVG. AUD. (0,000)	WK #	DAY	START TIME	DUR	NET	TYPE	WK 1	WK 2	WK 1	WK 2	K E Y	AVG. AUD. %	SHARE %	AVG. AUD. (0,000)	
EVENING CONT'D																												
ROCKFORD FILES					7	195	200	97	95	A	14.1	27	1050	WONDER WOMAN(B)						176		97	A	12.8	24	954		
SAT. 10.00P 60 NBC PD										B	14.9	27	1110	1 SAT. 8.00P 60 CBS SF														
ROPER'S					2	194	183	98	97	A	30.2	49	2250	WONDERFUL WORLD OF DISNEY					21	207	207	99	99	A	13.9	22	1036	
1 TUE. 9.30P 30 ABC CS										B	30.2	49	2250	1 SUN. 8.00P 120 NBC FV										B	17.5	28	1304	
2 TUE. 10.00P 30														2 SUN. 7.00P 60										A	24.1	36	1795	
SALVAGE 1					7	179	167	97	95	A	16.9	25	1259	YOU'RE-GREATEST C. BROWN(S)						185		98						
MON. 8.00P 60 ABC A										B	17.7	26	1319	2 MON. 8.00P 30 CBS EA														
60 MINUTES					27	201	203	99	99	A	28.5	48	2123	LATE FRINGE														
SUN. 7.00P 60 CBS DN										B	25.2	40	1877	ABC WEEKEND REPORT-SAT.					24	153	145	87	86	A	7.0	15	522	
SOAP					22	191		99		A	24.4	38	1818	SAT. 11.00P 15 ABC N										B	7.9	16	589	
1 THU. 9.30P 30 ABC CS										B	21.5	34	1602	ABC WEEKEND REPORT-SUN.					24	153	144	92	89	A	6.5	21	484	
STOCKARD CHANNING-FRIENDS					4	186	190	99	99	A	18.8	29	1401	1 SUN. 11.00P 15 ABC N										B	6.8	16	507	
SUN. 9.30P 30 CBS CS										B	21.6	33	1609	2 SUN. 12.30A 15														
SUPERTRAIN					5	202		95		A	13.0	20	969	BARETTA-11:30PM					24	149	146	90	89	A	6.5	21	484	
1 WED. 8.00P 60 NBC GD										B	16.5	25	1229	FRI. 11.30P 65 ABC OP										B	5.8	18	432	
SWEEPSTAKES					8		185		94	A	12.0	22	894	CBS SUNDAY NEWS-BRADLEY					23	130	133	77	77	A	7.0	15	522	
2 FRI. 10.00P 60 NBC GD										B	11.2	20	834	SUN. 11.00P 15 CBS N										B	7.8	16	581	
13 QUEENS BLVD.					1		199		99	A	26.9	44	2004	LATE MOVIE I					118	168	166	94	93	A	7.6	29	566	
2 TUE. 9.30P 30 ABC CS										B	26.9	44	2004	1 MON. 11.30P 69 CBS FF										B	7.5	27	559	
														1 TUE. 11.30P 57														

THREE'S COMPANY					23	201	196	99	99	A	34.8	54	2593	& 12.52A	13											
TUE.	9.00P	30	ABC	CS						B	30.5	46	2272	1 WED.	12.00M	69										
TURNABOUT					3		178		96	A	13.2	21	983	1 THU.	11.30P	29										
2 FRI.	9.30P	30	NBC	CS						B	11.5	19	857	1 FRI.	11.30P	90										
20/20(S)							180		96	A	14.5	26	1080	2 M & TU	11.30P	70										
2 WED.	10.00P	60	ABC	DN										2 W & F	11.30P	71										
														2 THU.	11.30P	27										
VEGA\$					21	195		97		A	23.5	41	1751	LATE MOVIE II			117	167	165	94	93	A	4.8	29	358	
1 WED.	10.00P	60	ABC	PD						B	20.6	34	1535	1 MON.	12.42A	42	CBS FF					B	4.8	27	358	
WALTONS					23	191	185	97	95	A	17.4	27	1296	1 TUE.	1.08A	43										
THU.	8.00P	60	CBS	GD						B	19.2	30	1430	1 WED.	1.12A	42										
WBC HEAVYWGT CHAMPIONSHIP(S)							196		99	A	20.3	34	1512	1 THU.	12.06A	53										
2 FRI.	8.30P	112	ABC	SE										1 FRI.	1.20A	27										
WEEKEND					9	201	201	98	98	A	8.5	14	633	2 MON.	12.40A	44										
SUN.	10.00P	60	NBC	DN						B	10.0	17	745	2 TUE.	12.43A	38										
														2 WED.	12.41A	41										
WELCOME BACK, KOTTER					5	197		99		A	13.7	25	1021	2 THU.	12.06A	52										
1 SAT.	8.30P	30	ABC	CS						B	14.0	24	1043	2 FRI.	12.44A	44										
WHAT'S HAPPENING					7	191	190	98	96	A	11.1	19	827	MANNIX-WED.			10	163	160	94	93	A	4.1	26	305	
1 FRI.	8.30P	30	ABC	CS						B	14.4	24	1073	1 WED.	12.37A	44	ABC OP					B	4.3	27	320	
2 FRI.	8.00P	30												2 WED.	12.37A	48										
WHITE SHADOW					1		156		94	A	20.7	31	1542	MANNIX-THURS.			11	167	167	94	95	A	4.7	28	350	
2 MON.	8.30P	60	CBS	GD						B	20.7	31	1542	1 THU.	12.40A	40	ABC OP					B	4.1	25	305	
WIZARD OF OZ(S)							191		98	A	22.0	36	1639	2 THU.	12.37A	45										
2 FRI.	8.00P	120	CBS	FF										MIDEAST:CARTER GAMBLE-TUE(S)				185		98		A	8.3	29	618	
														1 TUE.	11.30P	30	ABC N									
WKRP IN CINCINNATI					8		193		97	A	21.8	33	1624													
2 MON.	9.30P	30	CBS	CS						B	21.7	32	1617													



## PROGRAM AUDIENCE ESTIMATES (ALPHABETIC)

2ND MAR. 1979 REPORT

PROGRAM NAME										PROGRAM NAME									
WK # DAY START TIME DUR NET TYPE										WK # DAY START TIME DUR NET TYPE									
T/C SEASON										T/C SEASON									
NO. OF STATIONS										NO. OF STATIONS									
PROGRAM COVERAGE										PROGRAM COVERAGE									
WK 1 WK 2 WK 1 WK 2										WK 1 WK 2 WK 1 WK 2									
K E Y										K E Y									
AVG. AUD. SHARE % (0,000)										AVG. AUD. SHARE % (0,000)									
WEEKDAY DAYTIME CONT'D																			
MATCH GAME '79										ALVIN AND THE CHIPMUNKS	3	193	193	99	98	A	4.0	26	298
M-F 4.00P 30 CBS QP	107	139	139	78	78	A	5.2	17	387	SAT. 8.00A 30 NBC CA						B	4.1	28	305
MORNING MON-FRI						B	4.8	15	358	AMERICAN BANDSTAND '79	19	164	164	86	84	A	5.5	21	410
M-F 7.15A 45 CBS N	40	180	181	98	98	A	2.4	14	179	SAT. 12.30P 60 ABC PC						B	5.9	21	440
ONE LIFE TO LIVE						B	2.5	16	186	AMERICAN SPORTSMAN	3	166	165	86	87	A	4.6	15	343
1 M-WTHF 2.00P 60 ABC DD	116	192	194	99	99	A	7.6	27	566	SAT. 2.30P 60 ABC SA						B	4.6	15	343
1 TUE. 2.00P 33						B	8.1	29	603	ANIMALS, ANIMALS, ANIMALS	26	132	120	82	81	A	2.8	12	209
& 2.43P 17										SUN. 11.30A 30 ABC CL						B	3.0	12	224
2 M-F 2.00P 60										ARK II	20	161	158	85	84	A	4.5	17	335
PASSWORD PLUS	15	166	166	83	82	A	4.0	16	298	SAT. 1.00P 30 CBS CL						B	5.4	18	402
M-F 12.00N 30 NBC QG						B	3.9	16	291	BUFORD &-GALLOPING GHOST	8	162	178	77	90	A	6.0	24	447
PRICE IS RIGHT 1	112	175	175	90	90	A	6.1	30	454	SAT. 12.00N 30 NBC CA						B	6.2	23	462
M-F 10.30A 30 CBS AP						B	6.1	30	454	BUGS BUNNY/ROAD RUNNER 1	26	196	196	99	99	A	8.6	37	641
PRICE IS RIGHT 2	110	175	175	90	90	A	6.7	31	499	SAT. 9.00A 30 CBS CA						B	8.1	36	603
M-F 11.00A 30 CBS AP						B	6.8	31	507	BUGS BUNNY/ROAD RUNNER 2	26	196	196	99	99	A	10.5	42	782
RYAN'S HOPE	119	180	180	96	96	A	6.6	25	492	SAT. 9.30A 30 CBS CA						B	10.1	40	752
M-F 12.30P 30 ABC DD						B	7.3	28	544	BUGS BUNNY/ROAD RUNNER 3	26	194	194	99	99	A	10.3	41	767
SEARCH FOR TOMORROW	117	183	183	96	96	A	7.8	30	581	SAT. 10.00A 30 CBS CA						B	10.3	39	767
M-F 12.30P 30 CBS DD						B	7.7	30	574	CBS SPORTS SPECTACULAR	24	146	140	86	88	A	4.1	11	305
SPECIAL TREAT(S)		186		95		A	7.2	21	536										

2 TUE. 4.00P 60 NBC FV										1 SAT. 5.00P 60 CBS SA						B	5.7	15	425
TODAY SHOW-7.30AM	120	215	216	99	99	A	5.0	27	373	2 SAT. 4.30P 90						A	3.5	13	261
M-F 7.30A 30 NBC N						B	4.9	29	365	CHALLENGE OF THE SEXES	9	131	122	77	73	B	4.2	14	313
TODAY SHOW-8.30AM	120	213	213	99	99	A	5.2	29	387	SUN. 1.00P 45 CBS SE									
M-F 8.30A 30 NBC N						B	5.0	29	373	CHALLENGE-SUPERFRIENDS 1	20	192	191	99	99	A	6.7	27	499
\$20,000 PYRAMID	119	162	163	90	90	A	5.1	21	380	SAT. 9.30A 30 ABC CA						B	6.0	24	447
M-F 12.00N 30 ABC QG						B	5.4	21	402	CHALLENGE-SUPERFRIENDS 2	20	193	191	99	99	A	7.7	31	574
WHEEL OF FORTUNE	116	199	198	96	96	A	5.7	25	425	SAT. 10.00A 30 ABC CA						B	7.0	27	522
M-F 11.30A 30 NBC QG						B	6.1	26	454	CHALLENGE-SUPERFRIENDS 3	20	193	191	99	99	A	7.8	31	581
YOUNG AND THE RESTLESS	117	191	190	98	98	A	8.9	36	663	SAT. 10.30A 30 ABC CA						B	7.5	28	559
M-F 12.00N 30 CBS DD						B	8.7	34	648	CLUE CLUB	9	44	34	39	31	A	1.2	9	89
WEEKEND DAYTIME										SUN. 8.30A 30 CBS CA						B	1.4	11	104
ABC WEEKEND SPECIALS	26	184	183	96	96	A	5.7	23	425	DAFFY DUCK	20	197	200	98	98	A	6.4	25	477
SAT. 12.00N 30 ABC FV						B	6.0	22	447	SAT. 10.30A 30 NBC CA						B	7.2	27	536
ABC WIDE WORLD-SPORTS SAT	16	202	199	99	98	A	10.9	26	812	DORAL EASTERN OPEN-SAT(S)		156		90		A	2.9	9	216
SAT. 5.00P 90 ABC SA						B	12.0	27	894	1 SAT. 4.00P 60 CBS SE									
ABC WIDE WORLD-SPORTS-SUN	10	188	177	97	93	A	11.7	31	872	DORAL EASTERN OPEN-SUN(S)		184		98		A	4.8	13	358
SUN. 4.30P 90 ABC SA						B	14.0	33	1043	1 SUN. 4.00P 120 CBS SE									
ALL NEW PINK PANTHER	26	185	185	92	92	A	6.3	25	469	FABULOUS FUNNIES	8	139	141	79	79	A	4.4	17	328
SAT. 11.30A 30 ABC CA						B	6.1	24	454	SAT. 12.30P 30 NBC CA						B	4.9	18	365
ALL NEW POPEYE HOUR 1	26	190	188	96	96	A	4.6	29	343	FACE THE NATION	26	170	159	96	92	A	3.2	15	238
SAT. 8.00A 30 CBS CA						B	4.2	31	313	SUN. 11.30A 30 CBS CC						B	3.3	13	246
ALL NEW POPEYE HOUR 2	26	190	187	96	96	A	6.1	30	454	FANGFACE	20	185	183	98	97	A	6.2	25	462
SAT. 8.30A 30 CBS CA						B	6.2	33	462	SAT. 11.00A 30 ABC CA						B	6.3	25	469



[illegible]





NATIONAL *Nielsen* TV AUDIENCE ESTIMATES

EVE. MON. MAR. 12, 1979

TIME		7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45	11:00		
W E K 1	TOTAL AUDIENCE (Households (000) & %)						16,320 21.9						19,150 25.7							
	ABC TV						Salvage 1 (OP) How the West Was Won													
	AVERAGE AUDIENCE (Households (000) & %)						12,850 17.3	16.7*			17.8*	13,560 18.2	16.2*			19.0*	19.3*	19.1	18.2*	
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %						26 16.3	25 *			26 *	29 16.1	24 * 16.4			29 * 19.0	31 * 19.3	32 * 19.2	32 * 17.4	
1	TOTAL AUDIENCE (Households (000) & %)						13,110 17.6			11,550 15.5			23,690 31.8	23,690 31.8						
	CBS TV						Billy		Flatbush		(OP)	M*A*S*H		American Film Institute Salute to Alfred Hitchcock (9:30-11:00PM)						
	AVERAGE AUDIENCE (Households (000) & %)						11,320 15.2			11,180 15.0			20,930 28.1	16,390 22.0			23.8*	22.2*	19.9*	
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %						23 15.5			22 14.8			42 27.1	36 23.8			36 * 23.8	36 * 22.8	35 * 21.6	35 * 20.4
2	TOTAL AUDIENCE (Households (000) & %)						23,320 31.3					20,190 27.1								
	NBC TV						Little House on the Prairie (OP)					NBC Theater "TOO FAR TO GO" (9:00-11:00PM)								
	AVERAGE AUDIENCE (Households (000) & %)						19,150 25.7	24.8*			26.7*	12,220 16.4	17.7*			16.9*	15.9*	14.9*	14.9*	
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %						39 23.7	38 * 25.9			39 * 26.8	26 26.5	26 * 18.4			26 * 17.0	26 * 17.3	26 * 16.5	26 * 16.5	26 * 15.4
W E K 2	TOTAL AUDIENCE (Households (000) & %)						16,170 21.7						20,560 27.6							
	ABC TV						Salvage 1 (OP) How the West Was Won													
	AVERAGE AUDIENCE (Households (000) & %)						12,290 16.5	15.2*			17.9*	14,600 19.6	17.6*			20.3*	20.5*	19.7*	19.7*	
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %						24 15.0	23 * 15.4			26 * 18.0	31 17.2	26 * 18.1			31 * 20.2	33 * 20.4	33 * 20.7	33 * 20.4	33 * 20.7
1	TOTAL AUDIENCE (Households (000) & %)						20,410 27.4			21,460 28.8					18,100 24.3			17,280 23.2		
	CBS TV						You're the Greatest, Charlie Brown (8:00-8:30PM)		White Shadow		(OP)	WKRP in Cincinnati		Lou Grant						
	AVERAGE AUDIENCE (Households (000) & %)						17,950 24.1			15,420 20.7			16,240 22.8*			14,160 19.0	19.3*			
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %						36 23.8			31 24.3			34 * 22.4			33 21.5	31 19.2	31 * 19.4	32 * 18.9	32 * 18.6
2	TOTAL AUDIENCE (Households (000) & %)						21,980 29.5					20,120 27.0								
	NBC TV						Little House on the Prairie (OP)					NBC Monday Night Movies "FAST FRIENDS" (9:00-11:00PM)								
	AVERAGE AUDIENCE (Households (000) & %)						16,840 22.6	20.5*			24.6*	12,370 16.6	18.5*			17.3*	15.7*	14.7*	14.7*	
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %						33 19.9	31 * 21.2			36 * 24.9	26 18.4	28 * 18.0			26 * 16.7	25 * 16.2	25 * 15.2	25 * 14.7	25 * 14.7
TV HOUSEHOLDS USING TV		WK 1	58.4	60.9	62.1	62.9	64.8	66.5	67.7	67.5	66.7	67.4	65.9	65.5	63.5	61.0	58.8	56.0		
(See Def. 1)		WK 2	58.4	60.5	62.1	63.8	66.3	67.7	68.2	69.4	66.7	66.6	66.0	65.4	63.3	62.0	60.8	57.4		

U. S. TV Households: 74,500,000 \* Half-hour ratings (for immediately preceding and subject quarter-hours).

(R) Repeat, see page B.

(OP) See Other Programs Section: Page A-36

EVE. MON. MAR. 19, 1979

NATIONAL *Nielsen* TV AUDIENCE ESTIMATES

EVE. TUE. MAR. 13, 1979

		TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45	11:00
W E K 1	TOTAL AUDIENCE (Households (000) & %)						27,340 36.7		28,310 38.0		30,620 41.1		28,680 38.5		24,590 33.0				
	ABC TV								Happy Days	Laverne and Shirley	Three's Company		The Ropers (OP)		Barbara Walters Special (10:00-11:00PM)				
	AVERAGE AUDIENCE (Households (000) & %)						24,590 33.0		26,370 35.4		28,610 38.4		27,040 36.3		20,120 27.0		28.3*		25.6*
	SHARE OF AUDIENCE %						51		53		57		56		47		47*		47*
	AVG. AUD. BY 1/4 HR. %						31.1	34.9	34.4	36.5	37.6	39.1	36.5	36.0	28.9	27.8	26.7	24.5	
	TOTAL AUDIENCE (Households (000) & %)						9,160 12.3				15,720 21.1								
	CBS TV						CBS News Special Report "IN SEARCH FOR PEACE" (8:00-9:00PM)			(OP)	CBS Tuesday Night Movies "ZORRO" (9:00-11:00PM)(R)								
	AVERAGE AUDIENCE (Households (000) & %)						5,740 7.7				9,610 12.9				11.9*		14.0*		14.2*
	SHARE OF AUDIENCE %						12	13*		11*	21	17*		18*		23*		26*	
	AVG. AUD. BY 1/4 HR. %						8.8	7.8	7.2	7.0	11.3	11.6	11.8	11.9	13.9	14.2	14.3	14.1	
	TOTAL AUDIENCE (Households (000) & %)						14,900 20.0				13,340 17.9								
	NBC TV																		
	AVERAGE AUDIENCE (Households (000) & %)						10,580 14.2				6,780 9.1				8.4*		9.8*		9.1*
	SHARE OF AUDIENCE %						22	22*		21*	15	13*		13*		16*		17*	
	AVG. AUD. BY 1/4 HR. %						14.6	14.2	14.6	13.5	9.5	8.4	8.5	8.2	9.9	9.6	9.2	9.0	
	TOTAL AUDIENCE (Households (000) & %)						23,170 31.1		23,170 31.1		25,110 33.7		21,750 29.2		19,670 26.4		16,760 22.5		
	ABC TV								Happy Days (R)	Laverne and Shirley (R)	Three's Company (R)		13 Queens Blvd. (OP)		The Ropers		Bizarre (10:30-11:00PM)		
	AVERAGE AUDIENCE (Households (000) & %)						20,710 27.8		21,750 29.2		23,240 31.2		20,040 26.9		17,880 24.0		15,120 20.3		
	SHARE OF AUDIENCE %						46		46		49		44		42		38		
	AVG. AUD. BY 1/4 HR. %						26.3	29.3	28.5	30.0	31.5	31.0	27.3	26.5	24.2	23.8	20.6	20.0	
	TOTAL AUDIENCE (Households (000) & %)						11,100 14.9				18,480 24.8								
	CBS TV						Paper Chase			(OP)	CBS Tuesday Night Movies "RED SUN" (9:00-11:00PM)(R)								
	AVERAGE AUDIENCE (Households (000) & %)						8,490 11.4				12,890 17.3				17.7*		17.5*		18.1*
	SHARE OF AUDIENCE %						18	18*		19*	29	25*		29*		30*		34*	
	AVG. AUD. BY 1/4 HR. %						10.2	11.2	11.7	12.2	15.3	16.2	17.4	17.9	17.7	17.4	18.3	17.9	
	TOTAL AUDIENCE (Households (000) & %)						12,440 16.7				15,200 20.4								
	NBC TV																		
	AVERAGE AUDIENCE (Households (000) & %)						9,010 12.1				8,200 11.0				11.5*		10.7*		10.0*
	SHARE OF AUDIENCE %						20	20*		19*	19	19*		19*		19*		15*	
	AVG. AUD. BY 1/4 HR. %						12.2	11.8	12.5	11.7	11.8	11.6	11.6	11.4	11.0	10.3	10.0	10.0	
TV HOUSEHOLDS USING TV		WK 1	58.3	59.9	60.8	62.6	64.5	65.4	65.6	66.8	66.8	66.8	65.6	64.4	60.7	58.9	56.5	53.1	
		WK 2	54.6	56.0	56.0	57.7	58.8	61.7	63.1	63.5	63.2	63.2	61.7	60.7	58.1	56.6	53.7	52.1	
		(See Def. 1)																	

U. S. TV Households: 74,500,000 \* Half-hour ratings (for immediately preceding and subject quarter-hours).

(R) Repeat, see page B.

(OP) See Other Programs Section: Page A-36



NATIONAL *Nielsen* TV AUDIENCE ESTIMATES

EVE. WED. MAR. 14, 1979

TIME		7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45	11:00
W K 1	<b>ABC TV</b>	TOTAL AUDIENCE (Households (000) & %) { 25,850 34.7 22,280 29.9 20,860 28.0 ————— Eight Is Enough ————— Charlie's Angels (R) ————— (OP) ————— Vegas ————— AVERAGE AUDIENCE (Households (000) & %) { 21,530 28.9 27.4* 30.3* 17,880 24.0 24.6* 23.4* 17,510 23.5 23.7* 23.3* SHARE OF AUDIENCE % 45 43* 46* 38 38* 37* 41 40* 42* AVG. AUD. BY ¼ HR. % 26.5 28.4 30.2 30.5 24.9 24.2 23.6 23.1 23.5 24.0 23.6 22.9																
	<b>CBS TV</b>	TOTAL AUDIENCE (Households (000) & %) { 12,590 16.9 17,210 23.1 17,880 24.0 15,350 20.6 ————— Married: The First Year ————— (OP) One Day at a Time (R) ————— The Jeffersons ————— The 3rd Annual Kraft All Star Salute: Pearl Bailey (10:00-11:00PM) AVERAGE AUDIENCE (Households (000) & %) { 9,390 12.6 12.3* 12.8* 15,200 20.4 16,540 22.2 12,140 16.3 17.0* 15.5* SHARE OF AUDIENCE % 20 19* 20* 32 35 28 29* 28* AVG. AUD. BY ¼ HR. % 12.2 12.4 12.7 13.0 19.2 21.5 22.0 22.4 17.5 16.5 15.9 15.1																
	<b>NBC TV</b>	TOTAL AUDIENCE (Households (000) & %) { 12,810 17.2 15,570 20.9 ————— Supertrain ————— (OP) ————— NBC Novels for Television "STUDS LONGAN" Pt. II (9:00-11:00PM) AVERAGE AUDIENCE (Households (000) & %) { 9,690 13.0 12.6* 13.5* 9,910 13.3 13.1* 12.8* 13.9* 13.4* SHARE OF AUDIENCE % 20 20* 21* 22 20* 20* 24* 24* AVG. AUD. BY ¼ HR. % 12.3 12.9 13.2 13.8 13.5 12.6 13.0 12.5 14.2 13.6 13.6 13.1																
	<b>ABC TV</b>	TOTAL AUDIENCE (Households (000) & %) { 23,540 31.6 21,380 28.7 14,970 20.1 ————— Eight Is Enough (R) ————— Charlie's Angels ————— (OP) ————— 20/20 (10:00-11:00PM) AVERAGE AUDIENCE (Households (000) & %) { 19,670 26.4 24.9* 27.9* 17,660 23.7 24.1* 23.2* 10,800 14.5 15.6* 13.4* SHARE OF AUDIENCE % 42 41* 43* 37 38* 36* 26 27* 25* AVG. AUD. BY ¼ HR. % 23.6 26.1 27.7 28.2 24.2 23.6 22.7 16.1 14.1 12.7																
W K 2	<b>CBS TV</b>	TOTAL AUDIENCE (Households (000) & %) { 10,500 14.1 16,910 22.7 16,170 21.7 ————— Married: The First Year ————— The Jeffersons ————— (OP) ————— Koz AVERAGE AUDIENCE (Households (000) & %) { 8,200 11.0 10.5* 11.5* 13,630 18.3 17.8* 18.8* 12,890 17.3 17.4* 17.2* SHARE OF AUDIENCE % 17 17* 18* 29 28* 29* 31 30* 32* AVG. AUD. BY ¼ HR. % 10.2 10.9 11.4 11.6 17.2 18.4 19.5 18.2 17.0 17.8 17.6 16.9																
	<b>NBC TV</b>	TOTAL AUDIENCE (Households (000) & %) { 12,890 17.3 16,170 21.7 ————— Killers of the Plains (8:00-9:00PM) ————— (OP) ————— NBC Novels for Television "STUDS LONGAN" Pt. III (9:00-11:00PM) AVERAGE AUDIENCE (Households (000) & %) { 9,980 13.4 13.1* 13.8* 10,130 13.6 12.0* 13.1* 14.5* 14.7* SHARE OF AUDIENCE % 21 21* 21* 23 19* 20* 25* 27* AVG. AUD. BY ¼ HR. % 12.9 13.3 14.0 13.5 12.2 11.8 12.9 13.3 14.7 14.2 14.7 14.8																
	<b>TV HOUSEHOLDS USING TV</b>	WK 1	59.5	60.6	60.3	62.3	62.8	63.4	64.8	65.7	64.1	63.9	63.3	62.5	59.2	58.3	56.7	54.5
	(See Def. 1)	WK 2	52.9	54.8	56.1	58.3	60.5	62.2	64.3	65.8	63.9	64.2	65.0	63.2	58.4	57.2	55.0	52.1

U. S. TV Households: 74,500,000 \* Half-hour ratings (for immediately preceding and subject quarter-hours).

(R) Repeat, see page 8.

(OP) See Other Programs Section: Page A-36

EVE. WED. MAR. 21, 1979



NATIONAL *Nielsen* TV AUDIENCE ESTIMATES

EVE. THU. MAR. 15, 1979

TIME		7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45	11:00	
W E K 1	TOTAL AUDIENCE (Households (000) & %)						26,300 35.3	21,900 29.4			20,930 28.1			19,820 26.6			14,600 19.6		
	ABC TV						Mork & Mindy		Angie	Barney Miller		Soap		(OP)	Family				
	AVERAGE AUDIENCE (Households (000) & %)						23,990	20,260			19,070			18,180			12,070		
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %						32.2 50 30.9	27.2 42 33.4	26.9	25.6 40 25.8	25.4	24.4 38 25.1	23.7	16.2 29 16.6	16.5* 28* 16.4	15.9* 29* 16.0			
CBS TV	TOTAL AUDIENCE (Households (000) & %)						16,390 22.0			14,680 19.7						15,570 20.9			
							The Waltons		(OP)	Hawaii Five-0						Barnaby Jones			
	AVERAGE AUDIENCE (Households (000) & %)						13,040			11,770						13,630			
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %						17.5 27 16.2	16.6* 26* 16.9	18.6	18.5* 29* 18.3	15.8 24 15.6	15.6* 24* 15.5	16.1	16.0* 25* 15.8	18.3 32 17.7	18.0* 31* 18.3	19.1	18.6* 34* 18.0	
NBC TV	TOTAL AUDIENCE (Households (000) & %)						8,340 11.2			13,040 17.5						11,620 15.6			
							Harris and Company		(OP)	Quincy, M.E.						Mrs. Columbo			
	AVERAGE AUDIENCE (Households (000) & %)						5,810			10,650						9,090			
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %						7.8 12 7.2	7.1* 11* 6.9	8.3	8.6* 13* 8.9	14.3 22 13.1	13.8* 21* 14.5	14.8	14.7* 23* 14.6	12.2 22 12.5	12.5* 22* 12.5	11.9	11.8* 21* 11.7	

TOTAL AUDIENCE (Households (000) & %)		24,960 33.5		21,530 28.9		17,360 23.3		14,300 19.2		15,350 20.6			
ABC TV		Mork & Mindy		Angie		Barney Miller (R)		Delta House (R)		(OP)		Family	
AVERAGE AUDIENCE (Households (000) & %)		22,800 30.6		19,590 26.3		15,720 21.1		13,040 17.5		12,520 16.8		17.1* 16.6*	
SHARE OF AUDIENCE %		49		42		34		29		32		31 *	
AVG. AUD. BY ¼ HR. %		29.4		31.9		26.3		26.2		21.5		20.8	
		18.0		17.1		17.0		17.1		16.6		16.6	
TOTAL AUDIENCE (Households (000) & %)		15,650 21.0				15,650 21.0				17,210 23.1			
CBS TV		The Waltons		(OP)		Hawaii Five-0				Barnaby Jones			
AVERAGE AUDIENCE (Households (000) & %)		12,840 17.3		16.2*		18.5*		17.2		16.8*		19.3	
SHARE OF AUDIENCE %		28		26 *		30 *		28		27 *		30 *	
AVG. AUD. BY ¼ HR. %		15.6		16.7		18.4		18.5		17.0		16.5	
		17.5		17.9		19.5		19.4		19.5		18.4	
TOTAL AUDIENCE (Households (000) & %)		8,720 11.7				17,280 23.2				11,770 15.8			
NBC TV		Harris and Company		(OP)		Quincy, M.E.				Mrs. Columbo			
AVERAGE AUDIENCE (Households (000) & %)		5,740 7.7		7.2*		8.2*		13,480 18.1		16.9*		19.4*	
SHARE OF AUDIENCE %		12		12 *		13 *		30		28 *		32 *	
AVG. AUD. BY ¼ HR. %		7.5		6.8		7.9		8.6		15.9		17.8	
		19.4		19.3		13.1		12.8		12.6		12.9	

TV HOUSEHOLDS USING TV	WK 1	WK 2	55.0	57.1	58.9	60.8	63.9	65.7	64.6	64.6	64.4	64.8	65.5	64.1	58.6	57.2	56.0	53.5
(See Def. 1)			54.1	56.2	56.5	57.9	61.4	63.3	62.4	62.0	61.2	61.3	60.6	59.3	55.5	53.7	52.0	50.6

U.S. TV Households: 74,500,000 \* Half-hour ratings (for immediately preceding and subject quarter-hours).

(R) Repeat, see page B.

(OP) See Other Programs Section: Page A-36

NATIONAL *Nielsen* TV AUDIENCE ESTIMATES

EVE. FRI. MAR. 16, 1979

TIME		7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45	11:00
W E K 1	TOTAL AUDIENCE (Households (000) & %)				8,340 11.2		9,460 12.7		21,750 29.2									
	ABC TV				Makin' It		What's Happening (OP)		ABC Friday Night Movie "THE CRACKER FACTORY" (9:00-11:00PM)									
	AVERAGE AUDIENCE (Households (000) & %)				7,520 10.1		8,640 11.6		14,600 19.6		17.7*		19.8*		20.7*		20.4*	
	SHARE OF AUDIENCE % AVG. AUD. BY 1/4 HR. %				18 10.1		20 11.0		35 17.3		31* 18.0		35* 19.2		38* 20.4		38* 20.5	
K 2	TOTAL AUDIENCE (Households (000) & %)				15,420 20.7				20,410 27.4				17,580 23.6					
	CBS TV				Incredible Hulk		(OP)		Dukes of Hazzard				Dallas					
	AVERAGE AUDIENCE (Households (000) & %)				11,920 16.0		14.3*		17.6*		22.2		21.6*		22.8*		19.2	
	SHARE OF AUDIENCE % AVG. AUD. BY 1/4 HR. %				28 14.0		26* 14.7		31* 17.2		39 21.2		38* 22.0		40* 23.3		35 18.2	
1	TOTAL AUDIENCE (Households (000) & %)				17,360 23.3		13,780 18.5		8,490 11.4		11,100 14.9							
	NBC TV				Diff'rent Strokes		Hello, Larry (OP)		Brothers and Sisters		NBC Movie of the Week "RAFFERTY AND THE HIGHWAY HUSTLERS" (9:30-11:00PM)(R)							
	AVERAGE AUDIENCE (Households (000) & %)				15,570 20.9		12,440 16.7		7,230 9.7		5,590 7.5		7.0*		7.8*		7.6*	
	SHARE OF AUDIENCE % AVG. AUD. BY 1/4 HR. %				37 20.3		29 21.5		17 17.2		14 10.0		12* 9.3		14* 7.7		14* 7.5	
N E K 2	TOTAL AUDIENCE (Households (000) & %)				9,690 13.0		22,500 30.2											
	ABC TV				What's Happening (R)		(OP)		WBC Heavyweight Championship				Battlestar: Galactica					
	AVERAGE AUDIENCE (Households (000) & %)				7,900 10.6		15,120 20.3		17.1*		20.3*		23.3*		20.9*			
	SHARE OF AUDIENCE % AVG. AUD. BY 1/4 HR. %				18 9.9		34 11.2		29* 16.1		34* 18.0		38* 22.8		36* 22.8			
K 2	TOTAL AUDIENCE (Households (000) & %)				24,360 32.7								21,830 29.3					
	CBS TV				Wizard of Oz		(OP)						Dallas					
	AVERAGE AUDIENCE (Households (000) & %)				16,350 22.0		18.3*		22.5*		23.4*		23.7*		17,510 23.5		22.7*	
	SHARE OF AUDIENCE % AVG. AUD. BY 1/4 HR. %				36 17.4		31* 19.3		36* 22.1		38* 22.9		38* 23.6		43 23.8		39* 23.3	
2	TOTAL AUDIENCE (Households (000) & %)				17,580 23.6		14,900 20.0		12,290 16.5		11,250 15.1		11,470 15.4					
	NBC TV				Diff'rent Strokes		Hello, Larry (OP)		Brothers and Sisters		Turnabout		Sweepstakes					
	AVERAGE AUDIENCE (Households (000) & %)				15,350 20.6		12,960 17.4		10,800 14.5		9,830 13.2		8,940 12.0		11.7*		12.4*	
	SHARE OF AUDIENCE % AVG. AUD. BY 1/4 HR. %				35 20.3		28 21.0		23 17.4		21 17.3		22 14.3		20* 14.7		23* 13.5	
TV HOUSEHOLDS USING TV WK 1		49.8	51.4	52.7	54.3	55.4	56.2	56.6	57.4	57.3	57.3	56.9	56.7	55.0	54.8	54.2	52.8	
(See Def. 1) WK 2		52.0	53.4	54.4	55.7	56.9	59.5	61.4	61.9	61.7	62.3	61.9	62.1	59.3	55.7	54.0	51.8	

U. S. TV Households: 74,500,000 \* Half-hour ratings (for immediately preceding and subject quarter-hours).

(R) Repeat, see page B.

(OP) See Other Programs Section: Page A-36

A-11 (1) SPORTS FILL, ABC, (10:22-10:25PM)(SUS.).

EVE. FRI. MAR. 23, 1979

NATIONAL *Nielsen* TV AUDIENCE ESTIMATES

EVE. SAT. MAR. 17, 1979

TIME		7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45	11:00																	
W E K 1	TOTAL AUDIENCE (Households (000) & %)				11,550 15.5		11,320 15.2		18,030 24.2				15,500 20.8																						
	ABC TV				Delta House		Welcome Back, Kotter		Love Boat		(OP)		Fantasy Island																						
	AVERAGE AUDIENCE (Households (000) & %)				10,210 13.7		10,210 13.7		15,120 20.3		19.7*		20.9*		12,740 17.1		17.4*		16.9*																
	SHARE OF AUDIENCE %				26		25		37		36 *		38 *		33		34 *		33 *																
AVG. AUD. BY ¼ HR. %				13.2		14.2		13.2		14.3		19.2		20.2		21.0		20.7		17.3		17.5		17.4		16.3									
W E K 2	TOTAL AUDIENCE (Households (000) & %)				12,290 16.5				16,240 21.8																										
	CBS TV				Wonder Woman (R)		(OP)		CBS Saturday Night Movie "WILLA" (9:00-11:00PM)																										
	AVERAGE AUDIENCE (Households (000) & %)				9,540 12.8		13.0*		12.6*		11,030 14.8		14.0*		14.5*		15.1*		15.6*																
	SHARE OF AUDIENCE %				24		24 *		23 *		28		26 *		27 *		29 *		31 *																
AVG. AUD. BY ¼ HR. %				13.4		12.7		12.5		12.6		13.9		14.1		14.5		14.6		15.0		15.1		15.4		15.7									
W E K 3	TOTAL AUDIENCE (Households (000) & %)				17,950 24.1				13,410 18.0				12,520 16.8																						
	NBC TV				Chips (R)		(OP)		B.J. and the Bear				Rockford Files (R)																						
	AVERAGE AUDIENCE (Households (000) & %)				14,750 19.8		18.7*		20.8*		10,950 14.7		15.0*		14.5*		13.5		13.7*		13.3*														
	SHARE OF AUDIENCE %				37		35 *		38 *		27		27 *		27 *		26		26 *		26 *														
AVG. AUD. BY ¼ HR. %				18.2		19.2		21.1		20.5		15.3		14.6		14.2		14.8		13.6		13.8		13.3		13.3									
W E K 4	TOTAL AUDIENCE (Households (000) & %)				18,400 24.7				17,280 23.2				17,360 23.3																						
	ABC TV				Paul Lynde at the Movies (8:00-9:00PM)		Love Boat (R)		(OP)		Fantasy Island (R)																								
	AVERAGE AUDIENCE (Households (000) & %)				12,520 16.8		15.6*		18.0*		14,750 19.8		19.3*		20.4*		14,080 18.9		19.3*		18.6*														
	SHARE OF AUDIENCE %				31		29 *		33 *		34		34 *		35 *		34		35 *		34 *														
AVG. AUD. BY ¼ HR. %				15.4		15.7		18.0		18.0		18.8		19.8		20.4		20.5		19.5		19.1		18.6		18.6									
W E K 5	TOTAL AUDIENCE (Households (000) & %)				17,360 23.3		13,340 17.9		17,430 23.4																										
	CBS TV				Bad News Bears		Billy		(OP)		CBS Saturday Night Movie "NO OTHER LOVE" (9:00-11:00PM)																								
	AVERAGE AUDIENCE (Households (000) & %)				14,900 20.0		11,920 16.0		13,110 17.6		17.0*		17.6*		18.1*		17.8*																		
	SHARE OF AUDIENCE %				37		29		31		30 *		30 *		33 *		33 *																		
AVG. AUD. BY ¼ HR. %				20.0		20.1		16.0		16.1		16.9		17.1		17.5		17.7		18.2		18.0		17.8		17.7									
W E K 6	TOTAL AUDIENCE (Households (000) & %)				13,340 17.9				13,560 18.2				13,260 17.8																						
	NBC TV				Dracula '79 (8:00-9:00PM)(R)		(OP)		B.J. and the Bear				Rockford Files (R)																						
	AVERAGE AUDIENCE (Households (000) & %)				9,310 12.5		11.6*		13.3*		11,320 15.2		14.6*		15.8*		14.6		14.3*		14.9*														
	SHARE OF AUDIENCE %				23		21 *		24 *		26		26 *		27 *		27		26 *		28 *														
AVG. AUD. BY ¼ HR. %				11.9		11.4		13.1		13.5		14.4		14.8		15.6		15.9		14.2		14.3		14.7		15.2									
TV HOUSEHOLDS USING TV WK 1																			49.5	50.5	50.5	50.9	52.5	52.8	53.3	54.1	54.6	54.5	54.7	54.3	54.6	51.8	51.8	51.2	50.0
(See Def. 1)																			50.5	52.2	52.9	54.6	54.4	54.6	54.4	55.1	56.4	57.4	58.1	58.2	56.2	54.9	53.9	54.1	
WK 2																																			

U.S. TV Households: 74,500,000 ; \* Half-hour ratings (for immediately preceding and subject quarter-hours).

(R) Repeat, see page B.

(OP) See Other Programs Section: Page A-36

EVE. SAT. MAR. 24, 1979



NATIONAL *Nielson* TV AUDIENCE ESTIMATES

EVE. SUN. MAR. 18, 1979

TIME		7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45	11:00	
W	<b>ABC TV</b>	TOTAL AUDIENCE (Households (000) & %)																	
	13,930 18.7 17,510 23.5 27,340 36.7																		
	Osmond Family Show Battlestar: Galactica (OP) ABC Sunday Night Movie "THE JERICHO MILE" (9:00-11:00PM)																		
	AVERAGE AUDIENCE (Households (000) & %) SHARE OF AUDIENCE % AVG. AUD. BY 1/4 HR. %																		
K	<b>CBS TV</b>	TOTAL AUDIENCE (Households (000) & %)																	
	25,780 34.6 22,720 30.5 22,420 30.1 19,070 25.6 15,120 20.3 14,680 19.7																		
	60 Minutes All In The Family One Day at a Time (OP) Alice Stockard Channing in Just Friends Mary Tyler Moore Hour																		
	AVERAGE AUDIENCE (Households (000) & %) SHARE OF AUDIENCE % AVG. AUD. BY 1/4 HR. %																		
1	<b>NBC TV</b>	TOTAL AUDIENCE (Households (000) & %)																	
	12,670 17.0 16,760 22.5 9,240 12.4																		
	Greatest Heroes of the Bible (7:00-8:00PM) Wonderful World of Disney "THE OMEGA CONNECTION" (OP) Weekend																		
	AVERAGE AUDIENCE (Households (000) & %) SHARE OF AUDIENCE % AVG. AUD. BY 1/4 HR. %																		
W	<b>ABC TV</b>	TOTAL AUDIENCE (Households (000) & %)																	
	15,050 20.2 31,290 42.0																		
	Friends (OP) ABC Sunday Night Movie "THE TEN COMMANDMENTS" (8:00-12:30AM)(R)																		
	AVERAGE AUDIENCE (Households (000) & %) SHARE OF AUDIENCE % AVG. AUD. BY 1/4 HR. %																		
K	<b>CBS TV</b>	TOTAL AUDIENCE (Households (000) & %)																	
	25,400 34.1 20,790 27.9 17,880 24.0 18,100 24.3 15,870 21.3 17,730 23.8																		
	60 Minutes All In The Family One Day at a Time (OP) Alice Stockard Channing in Just Friends Mary Tyler Moore Hour																		
	AVERAGE AUDIENCE (Households (000) & %) SHARE OF AUDIENCE % AVG. AUD. BY 1/4 HR. %																		
2	<b>NBC TV</b>	TOTAL AUDIENCE (Households (000) & %)																	
	11,030 14.8 17,730 23.8 10,060 13.5																		
	Wonderful World of Disney "BORN TO RUN" Pt. I Big Event "SOONER OR LATER" (8:00-10:00PM) (OP) Weekend																		
	AVERAGE AUDIENCE (Households (000) & %) SHARE OF AUDIENCE % AVG. AUD. BY 1/4 HR. %																		
TV HOUSEHOLDS USING TV WK 1 (See Def. 1)		55.3	58.6	61.1	63.0	64.6	65.3	66.1	66.6	66.0	66.4	64.4	63.5	61.1	59.0	56.7	54.0		
WK 2		56.3	59.4	61.0	62.1	64.2	66.5	66.7	67.7	69.0	69.0	67.4	66.9	63.3	61.5	58.2	55.8		

U. S. TV Households: 74,500,000 | \* Half-hour ratings (for immediately preceding and subject quarter-hours).

(R) Repeat, see page B.

(OP) See Other Programs Section: Page A-36

SUN. 11:00 P.M. — 12:45 A.M.

MON.-FRI. 11:30 P.M. — 1:45 A.M.

TIME		11:00	11:15	11:30	11:45	12:00	12:15	12:30	12:45	11:30	11:45	12:00	12:15	12:30	12:45	1:00	1:15	1:30	1:45
W E K 1	<b>TOTAL AUDIENCE</b> (Households (000) & %)	6,710 9.0																	
	<b>ABC TV</b>	ABC Weekend Report- Sunday																	
	<b>AVERAGE AUDIENCE</b> (Households (000) & %)	6,630 8.9																	
	<b>SHARE OF AUDIENCE %</b> <b>AVG. AUD. BY ¼ HR. %</b>	21 8.9																	
1	<b>TOTAL AUDIENCE</b> (Households (000) & %)	4,990 6.7								8,200 11.0									
	<b>CBS TV</b>	CBS Sunday News- Bradley								Late Movie I (1)					(OP)				
	<b>AVERAGE AUDIENCE</b> (Households (000) & %)	4,920 6.6								5,510 7.4									
	<b>SHARE OF AUDIENCE %</b> <b>AVG. AUD. BY ¼ HR. %</b>	15 6.6								29 9.4	9.0* 8.7				6.9* 6.8		5.7* 5.7		5.5
2	<b>TOTAL AUDIENCE</b> (Households (000) & %)			3,200 4.3						7,520 10.1							2,090 2.8		
	<b>NBC TV</b>			NBC Late Night Movie						Tonight Show (1)							Tomorrow Show (1)(OP)		
	<b>AVERAGE AUDIENCE</b> (Households (000) & %)			1,710 2.3						4,170 5.6							1,420 1.9		
	<b>SHARE OF AUDIENCE %</b> <b>AVG. AUD. BY ¼ HR. %</b>			12 2.8	2.8*					24 7.9	2.3* 2.3						26* 4.4	17 2.9	18* 2.0
W E K 2	<b>TOTAL AUDIENCE</b> (Households (000) & %)																		
	<b>ABC TV</b>			ABC Sunday Night Movie						ABC Weekend Report- Sunday									
	<b>AVERAGE AUDIENCE</b> (Households (000) & %)									3,050 4.1									
	<b>SHARE OF AUDIENCE %</b> <b>AVG. AUD. BY ¼ HR. %</b>			28.9	28.7* 58*	27.3	27.0* 68*	24.3	22.5* 69*	4.1 20									
2	<b>TOTAL AUDIENCE</b> (Households (000) & %)	5,740 7.7								7,900 10.6									
	<b>CBS TV</b>	CBS Sunday News- Bradley								Late Movie I (1)					(OP)				
	<b>AVERAGE AUDIENCE</b> (Households (000) & %)	5,510 7.4								5,810 7.8									
	<b>SHARE OF AUDIENCE %</b> <b>AVG. AUD. BY ¼ HR. %</b>	14 7.4								29 8.5	8.3* 27*				7.7* 31*		6.8		
2	<b>TOTAL AUDIENCE</b> (Households (000) & %)			3,580 4.8						8,870 11.9							2,530 3.4		
	<b>NBC TV</b>			NBC Late Night Movie						Tonight Show (1)							Tomorrow Show (1)(OP)		
	<b>AVERAGE AUDIENCE</b> (Households (000) & %)			1,710 2.3						5,290 7.1							1,860 2.5		
	<b>SHARE OF AUDIENCE %</b> <b>AVG. AUD. BY ¼ HR. %</b>			9 2.7	2.5* 6*					27 8.8	2.0* 6*						19 3.1	20* 2.6	1.9
<b>TV HOUSEHOLDS USING TV WK 1</b>		44.8	37.4	29.6	25.7	21.8	19.1	16.9	32.5	28.9	25.4	23.3	20.7	18.2	15.8	13.3	11.8		
<b>(See Def. 1) WK 2</b>		51.6	48.2	41.6	38.3	34.6	30.2	20.5	31.9	29.0	25.9	23.5	20.6	18.0	15.7	14.2	11.9		

U.S. TV Households: 74,500,000, \* Half-hour ratings (for immediately preceding and subject quarter-hours).

(R) Repeat, see page B.

(OP) See Other Programs Section: Page A-36

A-17 (1) FOR INDIVIDUAL DAYS, TIME, AND DURATION, SEE PAE (ALPHA).

SUN. 11:00 P.M. — 12:45 A.M.

MON.-FRI. 11:30 P.M. — 1:45 A.M.

NATIONAL *Nielsen* TV AUDIENCE ESTIMATES

DAY MON.-FRI. MAR. 12-16, 1979

		TIME																		
		7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45	11:00		
W K 1	ABC TV		TOTAL AUDIENCE (Households (000) & %) { 4,020 5.4 3,870 5.2																	
			AVERAGE AUDIENCE (Households (000) & %) { 3,130 4.2 3,200 4.3																	
			SHARE OF AUDIENCE % 23 22																	
			AVG. AUD. BY ¼ HR. % 4.0 4.3 4.3 4.4																	
			Good Morning, America (Co-op) (Participating) (Co-op) (Participating)																	
K 2	CBS TV		TOTAL AUDIENCE (Households (000) & %) { 3,050 4.1 4,470 6.0 4,990 6.7 5,740 7.7																	
			AVERAGE AUDIENCE (Households (000) & %) { 1,790 2.4 2,830 3.8 4,250 5.7 4,920 6.6																	
			SHARE OF AUDIENCE % 14 20 18 21																	
			AVG. AUD. BY ¼ HR. % 2.4 2.5 3.3 3.8 4.0 4.3																	
			Morning Mon-Fri (Co-op) (Participating) Captain Kangaroo All In The Family Price is Right 1																	
W K 1	NBC TV		TOTAL AUDIENCE (Households (000) & %) { 4,620 6.2 4,920 6.6 3,950 5.3 3,730 5.0																	
			AVERAGE AUDIENCE (Households (000) & %) { 3,870 5.2 4,020 5.4 3,280 4.4 3,200 4.3																	
			SHARE OF AUDIENCE % 27 29 22 20																	
			AVG. AUD. BY ¼ HR. % 5.0 5.3 5.3 5.5 4.3 4.6 4.4 4.4																	
			Today Show (Co-op) (Participating) (Co-op) (Participating) Card Sharks All Star Secrets (2)																	
W K 2	ABC TV		TOTAL AUDIENCE (Households (000) & %) { 3,650 4.9 4,020 5.4																	
			AVERAGE AUDIENCE (Households (000) & %) { 2,830 3.8 3,430 4.6																	
			SHARE OF AUDIENCE % 22 25																	
			AVG. AUD. BY ¼ HR. % 3.7 3.9 4.5 4.7																	
			Good Morning, America (Co-op) (Participating) (Co-op) (Participating)																	
W K 2	CBS TV		TOTAL AUDIENCE (Households (000) & %) { 3,050 4.1 4,020 5.4 4,400 5.9 4,920 6.6																	
			AVERAGE AUDIENCE (Households (000) & %) { 1,860 2.5 2,530 3.4 3,730 5.0 4,170 5.6																	
			SHARE OF AUDIENCE % 16 18 17 20																	
			AVG. AUD. BY ¼ HR. % 2.6 2.4 3.1 3.2 3.6 3.8 4.7 5.4 5.3 5.9																	
			Morning Mon-Fri (Co-op) (Participating) Captain Kangaroo All In The Family Price is Right 1																	
W K 2	NBC TV		TOTAL AUDIENCE (Households (000) & %) { 4,250 5.7 4,620 6.2 3,650 4.9 3,580 4.8																	
			AVERAGE AUDIENCE (Households (000) & %) { 3,580 4.8 3,730 5.0 3,130 4.2 3,130 4.2																	
			SHARE OF AUDIENCE % 27 29 22 21																	
			AVG. AUD. BY ¼ HR. % 4.7 4.9 5.0 5.0 4.2 4.2 4.2 4.2																	
			Today Show (Co-op) (Participating) (Co-op) (Participating) Card Sharks All Star Secrets (2)																	
TV HOUSEHOLDS USING TV WK 1		9.4	12.3	14.2	15.4	16.5	17.8	18.2	18.8	19.6	20.2	20.3	20.8	20.7	21.2	21.1	21.6			
(See Def. 1) WK 2		8.6	11.4	13.4	14.6	15.7	17.2	17.2	17.8	19.0	19.6	19.6	19.5	19.1	19.6	19.9	20.2			

U. S. TV Households: 74,500,000 \* Half-hour ratings (for immediately preceding and subject quarter-hours).

(R) Repeat, see page B.

(OP) See Other Programs Section: Page A-36

A-19 (1) "ABC NEWS SPECIAL REPORT", (ABC, TUE., (10:05-10:10AM)(SUS.).

(2) "NBC NEWS UPDATE", (SUS.).

DAY MON.-FRI. MAR. 19-23, 1979



NATIONAL *Nielsen* TV AUDIENCE ESTIMATES

DAY MON.-FRI. MAR. 12-16, 1979

TIME		11:00	11:15	11:30	11:45	12:00	12:15	12:30	12:45	1:00	1:15	1:30	1:45	2:00	2:15	2:30	2:45	3:00	
W K 1	<b>ABC TV</b>	TOTAL AUDIENCE (Households (000) & %) { 4,920 6.6 7,750 10.4 4,540 6.1 6,180 8.3 9,010 12.1 7,750 10.4 Happy Days Family Feud \$20,000 Pyramid Ryan's Hope All My Children (1) One Life to Live (5)(OP) AVERAGE AUDIENCE (Households (000) & %) { 4,400 5.9 6,710 9.0 3,870 5.2 5,290 7.1 6,780 9.1 5,960 8.0 SHARE OF AUDIENCE % 27 38 20 26 33 33 * 33 * 28 28 * 29 * AVG. AUD. BY 1/4 HR. % 5.6 6.2 8.7 9.3 5.2 5.3 7.0 7.2 8.6 9.3 9.1 7.7 7.8 8.4 8.3																	
	<b>CBS TV</b>	TOTAL AUDIENCE (Households (000) & %) { 5,890 7.9 4,540 6.1 7,300 9.8 6,330 8.5 8,120 10.9 8,120 10.9 Price is Right 2 Love Of Life (OP) Young & the Restless Search for Tomorrow As The World Turns Guiding Light AVERAGE AUDIENCE (Households (000) & %) { 5,290 7.1 4,100 5.5 6,630 8.9 5,740 7.7 6,180 8.3 6,410 8.6 SHARE OF AUDIENCE % 32 23 35 29 30 28 * 32 * 29 29 * 29 * AVG. AUD. BY 1/4 HR. % 7.0 7.1 5.4 5.6 8.7 9.0 7.6 7.8 7.5 7.9 8.9 8.9 8.4 8.4																	
	<b>NBC TV</b>	TOTAL AUDIENCE (Households (000) & %) { 4,400 5.9 5,070 6.8 3,500 4.7 4,170 5.6 6,780 9.1 5,140 6.9 7,900 10.6 High Rollers Wheel of Fortune (2) Password Plus Hollywood Squares (2) Days Of Our Lives The Doctors Another World AVERAGE AUDIENCE (Households (000) & %) { 3,870 5.2 4,400 5.9 2,980 4.0 3,500 4.7 4,990 6.7 4,620 6.2 5,510 7.4 SHARE OF AUDIENCE % 23 25 16 17 24 24 * 25 * 22 24 24 * 24 * AVG. AUD. BY 1/4 HR. % 5.1 5.3 5.9 5.9 4.0 4.1 4.5 5.0 6.6 6.5 6.8 6.9 6.1 6.2 6.8 7.0																	
	<b>ABC TV</b>	TOTAL AUDIENCE (Households (000) & %) { 4,320 5.8 6,410 8.6 4,320 5.8 5,440 7.3 8,050 10.8 7,230 9.7 Happy Days Family Feud \$20,000 Pyramid Ryan's Hope All My Children (1) One Life to Live AVERAGE AUDIENCE (Households (000) & %) { 3,800 5.1 5,440 7.3 3,650 4.9 4,620 6.2 6,030 8.1 5,440 7.3 SHARE OF AUDIENCE % 25 33 21 25 31 31 * 30 * 27 26 * 27 * AVG. AUD. BY 1/4 HR. % 4.8 5.4 7.2 7.5 4.8 5.1 6.1 6.3 7.8 8.1 8.3 7.9 7.0 7.2 7.4 7.5																	
W K 2	<b>CBS TV</b>	TOTAL AUDIENCE (Households (000) & %) { 5,360 7.2 4,770 6.4 7,380 9.9 6,560 8.8 8,200 11.0 8,270 11.1 Price is Right 2 Love Of Life (OP) Young & the Restless Search for Tomorrow As The World Turns Guiding Light AVERAGE AUDIENCE (Households (000) & %) { 4,690 6.3 4,320 5.8 6,630 8.9 5,890 7.9 6,410 8.6 6,260 8.4 SHARE OF AUDIENCE % 31 26 37 31 32 30 * 34 * 30 31 * 31 * AVG. AUD. BY 1/4 HR. % 6.2 6.4 5.7 5.9 8.7 9.1 7.9 7.8 7.7 8.2 9.1 9.1 8.5 8.5																	
	<b>NBC TV</b>	TOTAL AUDIENCE (Households (000) & %) { 4,320 5.8 4,770 6.4 3,350 4.5 3,650 4.4 6,330 8.5 4,840 6.5 7,520 10.1 High Rollers Wheel of Fortune (2) Password Plus Hollywood Squares (2) Days Of Our Lives The Doctors Another World AVERAGE AUDIENCE (Households (000) & %) { 3,730 5.0 4,100 5.5 2,910 3.9 3,050 4.1 4,690 6.3 4,400 5.9 5,360 7.2 SHARE OF AUDIENCE % 25 25 16 16 24 24 * 25 * 22 25 25 * 25 * AVG. AUD. BY 1/4 HR. % 4.9 5.1 5.5 5.5 3.8 4.1 3.9 4.3 5.7 6.2 6.5 6.7 5.8 6.0 6.6 6.8																	
	TV HOUSEHOLDS USING TV WK 1		21.9	22.6	23.4	24.4	25.4	26.8	27.3	27.6	26.8	27.0	27.3	28.0	28.0	28.5	29.2	30.1	
	(See Def. 1) WK 2		20.5	21.1	21.8	22.8	23.9	24.8	25.6	25.6	24.8	25.6	26.1	26.6	26.5	27.4	27.5	28.1	

DAY MON.-FRI. MAR. 19-23, 1979

NATIONAL *Nielsen* TV AUDIENCE ESTIMATES

DAY MON.-FRI. MAR. 12-16, 1979

TIME		3:00	3:15	3:30	3:45	4:00	4:15	4:30	4:45	5:00	5:15	5:30	5:45	6:00	6:15	6:30	6:45	7:00
W E K 1	<b>ABC TV</b>	TOTAL AUDIENCE (Households (000) & %) { 8,420 11.3 4,920 6.6 9,240 12.4 General Hospital → Edge of Night AVERAGE AUDIENCE (Households (000) & %) { 6,330 8.5 8.1* 8.9* 4,250 7,970 SHARE OF AUDIENCE % 27 27* 28* 18 10.7 AVG. AUD. BY 1/4 HR. % 8.0 8.2 8.7 9.0 5.8 5.6 20 10.4 11.1																
	<b>CBS TV</b>	TOTAL AUDIENCE (Households (000) & %) { 7,670 10.3 4,540 6.1 12,520 16.8 Guiding Light → M*A*S*H → Match Game '79 AVERAGE AUDIENCE (Households (000) & %) { 6,480 8.7* 8.7 3,800 11,180 SHARE OF AUDIENCE % 29* 27 5.1 16 15.0 AVG. AUD. BY 1/4 HR. % 8.7 8.7 8.5 8.9 5.0 5.3 29 14.7 15.3																
	<b>NBC TV</b>	TOTAL AUDIENCE (Households (000) & %) { 10,280 13.8 Another World (1) AVERAGE AUDIENCE (Households (000) & %) { 9,010 12.1 SHARE OF AUDIENCE % 25* 25* 23 AVG. AUD. BY 1/4 HR. % 7.3 7.7 8.0 7.9 11.8 12.4																
	<b>ABC TV</b>	TOTAL AUDIENCE (Households (000) & %) { 8,120 10.9 4,690 6.3 8,720 11.7 General Hospital → Edge of Night → Special (OP) AVERAGE AUDIENCE (Households (000) & %) { 5,960 8.0 7.7* 8.3* 4,020 7,520 SHARE OF AUDIENCE % 27 27* 28* 18 10.1 AVG. AUD. BY 1/4 HR. % 7.6 7.8 8.2 8.3 5.5 5.4 20 9.7 10.5																
W E K 2	<b>CBS TV</b>	TOTAL AUDIENCE (Households (000) & %) { 7,450 10.0 4,540 6.1 13,040 17.5 Guiding Light → M*A*S*H → Match Game '79 AVERAGE AUDIENCE (Households (000) & %) { 6,180 8.5* 8.3 3,870 11,400 SHARE OF AUDIENCE % 30* 28 17 31 15.3 AVG. AUD. BY 1/4 HR. % 8.6 8.3 7.9 8.6 5.1 5.3 31 15.0 15.6																
	<b>NBC TV</b>	TOTAL AUDIENCE (Households (000) & %) { 9,910 13.3 Another World (1) → Special (OP) AVERAGE AUDIENCE (Households (000) & %) { 8,720 11.7 SHARE OF AUDIENCE % 25* 26* 23 AVG. AUD. BY 1/4 HR. % 7.0 7.4 7.9 7.5 11.5 12.0																
	TV HOUSEHOLDS USING TV WK 1		30.6	31.9	32.3	33.1	32.3	33.4	33.7	35.4	36.7	39.0	40.6	43.4	47.5	49.7	51.2	53.5
	(See Def. 1) WK 2		28.6	29.6	30.3	30.7	29.7	30.4	31.1	32.8	34.5	36.4	37.7	40.7	44.6	47.3	49.2	52.0

U. S. TV Households: 74,500,000 \* Half-hour ratings (for immediately preceding and subject quarter-hours).

(R) Repeat, see page 8.

(OP) See Other Programs Section: Page A-36

NATIONAL *Nielsen* TV AUDIENCE ESTIMATES

DAY SAT. MAR. 17, 1979

TIME		7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45	11:00	
W E K 1	<b>ABC TV</b>																		
	TOTAL AUDIENCE (Households (000) & %)					3,870 5.2		5,290 7.1		6,330 8.5		5,810 7.8		6,180 8.3		6,260 8.4			
	AVERAGE AUDIENCE (Households (000) & %)																		
	SHARE OF AUDIENCE % AVG. AUD. BY 1/4 HR. %					3,050 4.1 27 3.6		4,400 5.9 29 6.0	(OP)		4,840 6.5 28 6.6		4,690 6.3 26 6.0		5,290 7.1 30 7.3		5,140 6.9 28 7.1		Challenge of the Superfriends 3 (OP)
CBS TV	TOTAL AUDIENCE (Households (000) & %)					4,400 5.9		5,360 7.2		7,230 9.7		8,720 11.7		8,490 11.4		7,080 9.5			
	AVERAGE AUDIENCE (Households (000) & %)																		
	SHARE OF AUDIENCE % AVG. AUD. BY 1/4 HR. %					3,430 4.6 28 4.3		4,540 6.1 31 5.9	(OP)		5,810 7.8 34 7.2		7,380 9.9 40 8.3		7,080 9.5 39 9.2		5,960 8.0 32 8.1		Tarzan & the Super Seven I
	NBC TV	TOTAL AUDIENCE (Households (000) & %)					3,650 4.9		4,250 5.7		4,770 6.4		4,250 5.7		4,690 6.3		5,590 7.5		
AVERAGE AUDIENCE (Households (000) & %)																			
SHARE OF AUDIENCE % AVG. AUD. BY 1/4 HR. %						2,910 3.9 25 3.7		3,280 4.4 22 3.7		4,100 5.5 24 5.4		3,650 4.9 20 4.9		3,800 5.1 21 5.1		4,690 6.3 25 6.0		Daffy Duck (OP)	
W E K 2		<b>ABC TV</b>																	
	TOTAL AUDIENCE (Households (000) & %)					3,580 4.8		5,070 6.8		6,110 8.2		6,710 9.0		6,710 9.0		7,230 9.7			
	AVERAGE AUDIENCE (Households (000) & %)																		
	SHARE OF AUDIENCE % AVG. AUD. BY 1/4 HR. %					2,830 3.8 26 3.4		4,170 5.6 28 5.3	(OP)		4,690 6.3 27 6.5		5,290 7.1 29 6.6		6,110 8.2 31 8.1		6,410 8.6 33 8.6		Challenge of the Superfriends 3 (OP)
CBS TV	TOTAL AUDIENCE (Households (000) & %)					4,100 5.5		5,960 8.0		8,720 11.7		9,760 13.1		9,460 12.7		6,560 8.8			
	AVERAGE AUDIENCE (Households (000) & %)																		
	SHARE OF AUDIENCE % AVG. AUD. BY 1/4 HR. %					3,350 4.5 29 3.9		4,540 6.1 30 5.9	(OP)		7,000 9.4 40 8.3		8,270 11.1 45 10.5		8,200 11.0 43 11.1		5,590 7.5 29 7.9		Tarzan & the Super Seven I
	NBC TV	TOTAL AUDIENCE (Households (000) & %)					3,950 5.3		4,840 6.5		4,990 6.7		4,540 6.1		4,920 6.6		5,810 7.8		
AVERAGE AUDIENCE (Households (000) & %)																			
SHARE OF AUDIENCE % AVG. AUD. BY 1/4 HR. %						3,050 4.1 28 3.7		3,730 5.0 26 4.5		4,250 5.7 25 5.5		4,020 5.4 22 5.5		4,100 5.5 21 5.6		4,840 6.5 25 6.0		Daffy Duck (OP)	
TV HOUSEHOLDS USING TV WK 1 (See Def. 1)		7.0	8.1	10.5	13.1	15.5	17.6	19.3	20.7	22.3	23.7	24.7	24.5	24.1	24.6	25.0	25.6	25.9	
WK 2		5.8	7.4	9.3	11.9	14.0	17.3	19.0	21.2	22.8	24.3	25.0	24.8	25.6	25.8	25.5	25.9		

U.S. TV Households: 74,500,000 \* Half-hour ratings (for immediately preceding and subject quarter-hours).

(R) Repeat, see page B.

(OP) See Other Programs Section: Page A-36



NATIONAL *Nielsen* TV AUDIENCE ESTIMATES

DAY SAT. MAR. 17, 1979

TIME	11:00	11:15	11:30	11:45	12:00	12:15	12:30	12:45	1:00	1:15	1:30	1:45	2:00	2:15	2:30	2:45	3:00
<b>ABC TV</b>																	
TOTAL AUDIENCE (Households (000) & %)	4,840 6.5		5,290 7.1		4,990 6.7		6,180 8.3									5,510 7.4	
AVERAGE AUDIENCE (Households (000) & %)		Fangface	(OP)	All New Pink Panther	(OP)	ABC Weekend Specials "LITTLE LULU"	American Bandstand 79									American Sportsman	
SHARE OF AUDIENCE %	4,100		4,400		3,950		3,800									3,050	
AVG. AUD. BY 1/4 HR. %	5.5		5.9		5.3		5.1		4.5*			5.6*				4.1	4.0*
	23		24		22		20		18*			22*				14	14*
	5.3	5.7	5.9	6.0	4.9	5.6	4.4	4.6	5.6			5.7				3.9	4.2
<b>CBS TV</b>																	
TOTAL AUDIENCE (Households (000) & %)	6,630 8.9		5,360 7.2		5,070 6.8		5,290 7.1		3,280 4.4		4,170 5.6						
AVERAGE AUDIENCE (Households (000) & %)		Tarzan & the Super Seven 2	(OP)	Tarzan & the Super Seven 3	(OP)	Space Academy	(OP)	Fat Albert and the Cosby Kids	(OP)	Ark II	(OP)	30 Minutes					
SHARE OF AUDIENCE %	5,070		4,840		4,020		4,250		2,680		3,200						
AVG. AUD. BY 1/4 HR. %	6.8		6.5		5.4		5.7		3.6		4.3						
	27		25		22		22		14		17						
	7.5	6.1	6.3	6.6	5.6	5.2	5.5	6.0	3.6	3.6	4.1	4.6					
<b>NBC TV</b>																	
TOTAL AUDIENCE (Households (000) & %)	5,810 7.8		5,890 7.9		4,400 5.9		3,280 4.4						13,560 18.2				
AVERAGE AUDIENCE (Households (000) & %)		Fred and Barney Show		Jetsons	(OP)	Buford and the Galloping Ghost		Fabulous Funnies					NCAA Championship Series-1 "INDIANA VS. ARKANSAS" (2:00-4:00PM)				
SHARE OF AUDIENCE %	4,990		4,770		3,730		2,830						7,970				
AVG. AUD. BY 1/4 HR. %	6.7		6.4		5.0		3.8						10.7	8.4*		10.3*	
	28		26		20		15						37	32*		37*	
	6.7	6.8	6.4	6.3	5.0	5.0	3.6	3.9					7.5	9.3	10.4	10.2	
<b>ABC TV</b>																	
TOTAL AUDIENCE (Households (000) & %)	5,960 8.0		6,030 8.1		5,360 7.2		7,450 10.0									6,710 9.0	
AVERAGE AUDIENCE (Households (000) & %)		Fangface	(OP)	All New Pink Panther	(OP)	ABC Weekend Specials "SOUP AND ARE"	American Bandstand 79									American Sportsman	
SHARE OF AUDIENCE %	5,070		4,990		4,470		4,400									3,730	
AVG. AUD. BY 1/4 HR. %	6.8		6.7		6.0		5.9		5.6*		6.1*					5.0	4.3*
	27		26		24		22		21*		22*					15	13*
	6.7	6.9	6.9	6.4	5.9	6.1	5.3	6.0	6.1		6.2					4.3	4.3
<b>CBS TV</b>																	
TOTAL AUDIENCE (Households (000) & %)	6,410 8.6		6,110 8.2		4,770 6.4		5,960 8.0		4,690 6.3		4,920 6.6						
AVERAGE AUDIENCE (Households (000) & %)		Tarzan & the Super Seven 2	(OP)	Tarzan & the Super Seven 3	(OP)	Space Academy	(OP)	Fat Albert and the Cosby Kids	(OP)	Ark II	(OP)	30 Minutes					
SHARE OF AUDIENCE %	5,360		5,220		4,020		5,140		3,950		4,020						
AVG. AUD. BY 1/4 HR. %	7.2		7.0		5.4		6.9		5.3		5.4						
	27		27		20		24		19		19						
	7.5	6.8	7.1	6.9	5.2	5.5	6.9	7.0	5.0	5.6	5.5	5.3					
<b>NBC TV</b>																	
TOTAL AUDIENCE (Households (000) & %)	7,080 9.5		6,630 8.9		5,810 7.8		4,540 6.1						16,460 22.1				
AVERAGE AUDIENCE (Households (000) & %)		Fred and Barney Show		Jetsons	(OP)	Buford and the Galloping Ghost		Fabulous Funnies					(1)				
SHARE OF AUDIENCE %	6,180		5,740		5,140		3,730						8,940				
AVG. AUD. BY 1/4 HR. %	8.3		7.7		6.9		5.0						12.0			10.9*	
	32		30		27		18						35			35*	
	8.0	8.6	7.6	7.7	6.9	6.9	5.1	4.8					10.5			11.3	
<b>TV HOUSEHOLDS USING TV</b>																	
WK 1	25.5	25.6	25.5	25.7	23.9	24.3	25.3	25.7	25.5	25.6	25.2	26.4	26.4	27.7	28.5	29.2	
(See Def. 1)	26.4	26.6	26.4	26.5	26.6	26.3	27.4	29.0	27.4	27.8	28.3	29.8	29.5	30.2	32.1	32.5	

U. S. TV Households: 74,500,000 \* Half-hour ratings (for immediately preceding and subject quarter-hours).

(R) Repeat, see page B.

(OP) See Other Programs Section: Page A-36

NATIONAL *Nielsen* TV AUDIENCE ESTIMATES

DAY SAT. MAR. 17, 1979

		TIME	3:00	3:15	3:30	3:45	4:00	4:15	4:30	4:45	5:00	5:15	5:30	5:45	6:00	6:15	6:30	6:45	7:00
		TOTAL AUDIENCE (Households (000) & %)																	
		ABC TV																	
		AVERAGE AUDIENCE (Households (000) & %)																	
		SHARE OF AUDIENCE %																	
		AVG. AUD. BY 1/4 HR. %																	
		CBS TV																	
		AVERAGE AUDIENCE (Households (000) & %)																	
		SHARE OF AUDIENCE %																	
		AVG. AUD. BY 1/4 HR. %																	
		NBC TV																	
		AVERAGE AUDIENCE (Households (000) & %)																	
		SHARE OF AUDIENCE %																	
		AVG. AUD. BY 1/4 HR. %																	
		ABC TV																	
		AVERAGE AUDIENCE (Households (000) & %)																	
		SHARE OF AUDIENCE %																	
		AVG. AUD. BY 1/4 HR. %																	
		CBS TV																	
		AVERAGE AUDIENCE (Households (000) & %)																	
		SHARE OF AUDIENCE %																	
		AVG. AUD. BY 1/4 HR. %																	
		NBC TV																	
		AVERAGE AUDIENCE (Households (000) & %)																	
		SHARE OF AUDIENCE %																	
		AVG. AUD. BY 1/4 HR. %																	
		TV HOUSEHOLDS USING TV WK 1 (See Def. 1)	29.7	30.6	32.3	33.2	32.7	33.6	34.0	33.6	34.9	37.5	39.0	41.4	43.2	44.8	46.6	48.4	
		WK 2	32.6	34.0	35.0	35.5	35.8	36.8	37.9	39.4	40.6	42.2	43.0	44.0	46.6	48.1	50.2	51.8	

U.S. TV Households: 74,500,000

\* Half-hour ratings (for immediately preceding and subject quarter-hours).

(R) Repeat, see page B.

(OP) See Other Programs Section: Page A-36

NATIONAL *Nielsen* TV AUDIENCE ESTIMATES

DAY SUN. MAR. 18, 1979

TIME		7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45	11:00
W	TOTAL AUDIENCE (Households (000) & %)																	
	ABC TV																	
	AVERAGE AUDIENCE (Households (000) & %)																	
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %																	
K	TOTAL AUDIENCE (Households (000) & %)																	
	CBS TV																	
	AVERAGE AUDIENCE (Households (000) & %)																	
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %																	
1	TOTAL AUDIENCE (Households (000) & %)																	
	NBC TV																	
	AVERAGE AUDIENCE (Households (000) & %)																	
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %																	
W	TOTAL AUDIENCE (Households (000) & %)																	
	ABC TV																	
	AVERAGE AUDIENCE (Households (000) & %)																	
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %																	
K	TOTAL AUDIENCE (Households (000) & %)																	
	CBS TV																	
	AVERAGE AUDIENCE (Households (000) & %)																	
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %																	
2	TOTAL AUDIENCE (Households (000) & %)																	
	NBC TV																	
	AVERAGE AUDIENCE (Households (000) & %)																	
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %																	
TV HOUSEHOLDS USING TV		WK 1	4.5	5.4	6.7	8.4	10.1	12.2	14.1	15.6	17.1	18.8	19.0	19.9	21.4	22.5	21.8	21.0
(See Def. 1)		WK 2	4.4	5.7	6.3	7.2	9.5	11.2	12.9	14.6	17.0	18.2	18.8	19.1	20.9	21.8	21.3	21.5

U. S. TV Households: 74,500,000 \* Half-hour ratings (for immediately preceding and subject quarter-hours).

(R) Repeat, see page B.

(OP) See Other Programs Section: Page A-36



NATIONAL *Nielsen* TV AUDIENCE ESTIMATES

DAY SUN. MAR. 18, 1979

TIME		11:00	11:15	11:30	11:45	12:00	12:15	12:30	12:45	1:00	1:15	1:30	1:45	2:00	2:15	2:30	2:45	3:00
W	<b>ABC TV</b>																	
	TOTAL AUDIENCE (Households (000) & %)	2,980 4.0		2,830 3.8		2,830 3.8								9,830 13.2				
	AVERAGE AUDIENCE (Households (000) & %)	2,530 3.4		2,380 3.2		2,240 3.0								6,180 8.3				
	SHARE OF AUDIENCE %	16		15		13								25				
K	<b>CBS TV</b>																	
	TOTAL AUDIENCE (Households (000) & %)			2,910 3.9				3,200 4.3					5,290 7.1					
	AVERAGE AUDIENCE (Households (000) & %)			2,240 3.0				2,460 3.3					2,010 2.7					
	SHARE OF AUDIENCE %			15				12					8					
1	<b>NBC TV</b>																	
	TOTAL AUDIENCE (Households (000) & %)					3,050 4.1		13,340 17.9										
	AVERAGE AUDIENCE (Households (000) & %)					2,460 3.3		6,330 8.5										
	SHARE OF AUDIENCE %					15		29										
W	<b>ABC TV</b>																	
	TOTAL AUDIENCE (Households (000) & %)	3,500 4.7		2,160 2.9		3,200 4.3								8,640 11.6				
	AVERAGE AUDIENCE (Households (000) & %)	3,050 4.1		1,710 2.3		2,460 3.3								5,220 7.0				
	SHARE OF AUDIENCE %	19		10		14								23				
K	<b>CBS TV</b>																	
	TOTAL AUDIENCE (Households (000) & %)			3,280 4.4				4,020 5.4					8,050 10.8					
	AVERAGE AUDIENCE (Households (000) & %)			2,460 3.3				2,680 3.6					3,650 4.9					
	SHARE OF AUDIENCE %			15				14					16					
2	<b>NBC TV</b>																	
	TOTAL AUDIENCE (Households (000) & %)					3,950 5.3												
	AVERAGE AUDIENCE (Households (000) & %)					3,280 4.4												
	SHARE OF AUDIENCE %					19												
TV HOUSEHOLDS USING TV WK 1 (See Def. 1)		21.6	21.5	21.2	22.2	22.5	23.1	23.0	24.2	25.9	27.7	28.6	29.9	30.5	32.0	33.1	34.9	
WK 2		21.7	22.3	23.1	23.8	23.5	23.7	23.9	25.0	27.1	28.3	28.7	30.2	30.5	30.8	30.9	31.6	

U. S. TV Households: 74,500,000 \* Half-hour ratings (for immediately preceding and subject quarter-hours).

(R) Repeat, see page B

(OP) See Other Programs Section: Page A-36

NATIONAL *Nielsen* TV AUDIENCE ESTIMATES

DAY SUN. MAR. 18, 1979

TIME	3:00	3:15	3:30	3:45	4:00	4:15	4:30	4:45	5:00	5:15	5:30	5:45	6:00	6:15	6:30	6:45	7:00
<b>ABC TV</b>																	
TOTAL AUDIENCE (Households (000) & %)					9,390 12.6				14,530 19.5								7,450 10.0
AVERAGE AUDIENCE (Households (000) & %)																	
SHARE OF AUDIENCE %																	
AVG. AUD. BY 1/4 HR. %																	
<b>CBS TV</b>																	
TOTAL AUDIENCE (Households (000) & %)																	
AVERAGE AUDIENCE (Households (000) & %)																	
SHARE OF AUDIENCE %																	
AVG. AUD. BY 1/4 HR. %																	
<b>NBC TV</b>																	
TOTAL AUDIENCE (Households (000) & %)																	
AVERAGE AUDIENCE (Households (000) & %)																	
SHARE OF AUDIENCE %																	
AVG. AUD. BY 1/4 HR. %																	
<b>ABC TV</b>																	
TOTAL AUDIENCE (Households (000) & %)																	
AVERAGE AUDIENCE (Households (000) & %)																	
SHARE OF AUDIENCE %																	
AVG. AUD. BY 1/4 HR. %																	
<b>CBS TV</b>																	
TOTAL AUDIENCE (Households (000) & %)																	
AVERAGE AUDIENCE (Households (000) & %)																	
SHARE OF AUDIENCE %																	
AVG. AUD. BY 1/4 HR. %																	
<b>NBC TV</b>																	
TOTAL AUDIENCE (Households (000) & %)																	
AVERAGE AUDIENCE (Households (000) & %)																	
SHARE OF AUDIENCE %																	
AVG. AUD. BY 1/4 HR. %																	

U.S. TV Households: 74,500,000 | \* Half-hour ratings (for immediately preceding and subject quarter-hours).

(R) Repeat, see page B.

(OP) See Other Programs Section, Page A-36

A-35 (1) "NCAA CHAMPIONSHIP SERIES-1", NBC, (1:00-3:07PM), FOR REMAINING RATINGS, SEE OP PAGES.

(2) FOR REMAINING RATINGS, SEE OP PAGES.

DAY SUN. MAR. 25, 1979

NATIONAL *Nielsen* TV AUDIENCE ESTIMATES

## OTHER PROGRAMS

DAY NETWORK TIME (N.Y.T.) PROGRAM		QUARTER HOUR	WEEK 1							WEEK 2						
			TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD. BY 1/4 HR	TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD. BY 1/4 HR		
			HOUSEHOLDS (000)	%	HOUSEHOLDS (000)	%	SHARE %		HOUSEHOLDS (000)	%	HOUSEHOLDS (000)	%	SHARE %			
EVENING MONDAY																
ABC 11.30-12.35AM POLICE STORY-MON. 11.30-12.36AM	11.30	7,150	9.6	4,770	6.4	26	7.3	5,140	6.9	3,280	4.4	18	5.9	4.8	4.2	
	11.45						7.0									
	12.00						5.9									
	12.15						5.9									
	12.30						5.4									
NBC 11.30-12.00MD MIDEAST PEACE BID(S)	11.30	6,930	9.3	5,590	7.5	26	8.5				3.9*	17*	3.5	2.8		
	11.45						6.4									
EVENING TUESDAY																
ABC 11.30-12.00MD MIDEAST: CARTER GAMBLE-TUE(S)	11.30	7,750	10.4	6,180	8.3	29	9.6									
	11.45						7.0									
ABC 12.00-12.47AM TUESDAY MOVIE OF THE WEEK 11.30-12.41AM	11.30	4,690	6.3	3,280	4.4	22	5.1	7,820	10.5	5,220	7.0	27	7.8	7.7	6.8	
	11.45						4.4									
	12.00						4.8*									
	12.15						21*									
	12.30						4.4									
	12.45						3.8									
ABC 1.10- 2.18AM TUESDAY MOVIE-WEEK PART 2 12.41- 1.25AM	1.00						4.0		4,690	6.3	4,100	5.5	34	5.7	5.7	
	12.30															
	12.45															
NBC 11.30-12.00MD NBC NEWS:MIDDLE EAST(S)	1.00	2,910	3.9	2,460	3.3	30	3.9				5.4*	36*	5.4	5.2		
	1.15						3.5									
	1.30						3.3									
	1.45						3.3*									
	2.00						3.1*									
	2.15						3.2									
	11.30						3.0									
	11.45						2.8									
EVENING WEDNESDAY																
ABC 11.30-12.37AM POLICE WOMAN	11.30	8,340	11.2	5,740	7.7	30	9.4	5,890	7.9	4,020	5.4	21	6.2	5.6	5.3	
	11.45						8.9*									
	12.00						7.3									
	12.15						7.0*									
	12.30						30*									
ABC 12.37- 1.21AM MANNIX-WED. 12.37- 1.25AM	12.30	3,870	5.2	3,130	4.2	27	6.7	3,730	5.0	2,980	5.0*	21*	4.8	4.6		
	12.45						6.0									
	1.00						4.7									
	1.15						4.2									
CBS 11.30-12.00MD YOUR TURN: LTRS-CBS NEWS(S)	1.00	6,560	8.8	4,990	4.0*	29*	4.1				3.9*	28*	3.9	3.9		
	1.15						3.8									
	11.30						7.7									
EVENING THURSDAY																
ABC 11.30-12.40AM STARKY AND HUTCH-11:30 11.30-12.37AM	11.30	7,450	10.0	5,140	6.9	26	7.3	7,230	9.7	5,360	7.2	27	7.3	7.4	7.2	
	11.45						7.0									
	12.00						6.9									
	12.15						6.6									
	12.30						6.8*									
	28*	6.2		7.3*	31*	6.3										



NATIONAL *Nielsen* TV AUDIENCE ESTIMATES

## OTHER PROGRAMS

					WEEK 1				WEEK 2							
DAY	NETWORK	TIME (N.Y.T.)	PROGRAM	QUARTER HOUR	TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD. BY 1/4 HR	TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD. BY 1/4 HR
					HOUSEHOLDS (000)	%	HOUSEHOLDS (000)	%	SHARE %		HOUSEHOLDS (000)	%	HOUSEHOLDS (000)	%	SHARE %	
EVENING THURSDAY CONT'D																
	ABC	12.40-	1.20AM MANNIX-THURS.	12.30	4,250	5.7	3,650	4.9	29	5.3	4,470	6.0	3,350	4.5	28	4.9
		12.37-	1.22AM	12.45				5.1*	27*	5.0				4.6*	26*	4.4
				1.00						4.9						4.4
				1.15				4.8*	32*	4.6				4.3*	30*	4.2
EVENING FRIDAY																
	ABC	11.30-	12.35AM BARETTA-11:30PM	11.30	7,080	9.5	4,840	6.5	21	7.1	6,480	8.7	4,770	6.4	20	6.5
				11.45				6.7*	19*	6.3				6.5*	19*	6.5
				12.00						6.2						6.4
				12.15				6.3*	22*	6.4				6.4*	22*	6.4
				12.30						6.3						6.1
	NBC	1.00-	2.30AM MIDNIGHT SPECIAL	1.00	4,470	6.0	2,680	3.6	26	4.2	5,660	7.6	3,130	4.2	28	5.8
				1.15				4.0*	22*	3.9				5.5*	28*	5.1
				1.30						3.7						4.1
				1.45				3.7*	28*	3.6				4.0*	27*	3.8
				2.00						3.5						3.3
				2.15				3.2*	30*	2.8				3.1*	28*	2.9
EVENING SATURDAY																
	ABC	9.58-	9.59PM ABC NEWSBRIEF-SAT.	9.45	13,860	18.6	13,860	18.6	34	18.6	13,930	18.7	13,930	18.7	32	18.7

ABC	11.00-11.15PM	ABC WEEKEND REPORT-SAT.		11.00	4,250	5.7	4,320	5.8	13	5.8	6,330	8.5	6,110	8.2	17	8.2		
CBS	8.58- 8.59PM	NEWSBREAK-SAT.		8.45	8,720	11.7	8,720	11.7	21	11.7	9,760	13.1	9,760	13.1	24	13.1		
NBC	8.58- 8.59PM	NBC NEWS UPDATE-SAT.		8.45	13,110	17.6	13,110	17.6	32	17.6	10,060	13.5	10,060	13.5	25	13.5		
NBC	11.30-12.50AM	SATURDAY NIGHT		11.30	14,900	20.0	9,690	13.0	43	14.4	13,710	18.4	9,310	12.5	37	13.3		
	11.30-12.47AM			11.45				14.1*	40*	13.8				13.5*	35*	13.3		
				12.00						12.9						12.8		
				12.15				12.8*	43*	12.7				12.4*	38*	12.0		
				12.30						12.0						11.0		
				12.45				11.7*	46*	10.7						9.9		
EVENING SUNDAY																		
ABC	8.58- 8.59PM	ABC NEWSBRIEF-SUN.		7.45							13,260	17.8	13,260	17.8	29	17.8		
	7.58- 7.59PM			8.45	14,680	19.7	14,680	19.7	30	19.7								
CBS	8.58- 8.59PM	NEWSBREAK-SUN.		8.45	18,550	24.9	18,550	24.9	37	24.9	14,300	19.2	14,300	19.2	28	19.2		
NBC	8.57- 8.58PM	NBC NEWS UPDATE-SUN.		8.45	11,180	15.0	11,180	15.0	23	15.0								
	9.06- 9.07PM			9.00							11,100	14.9	11,100	14.9	22	14.9		
NBC	11.30- 1.37AM	NBC LATE NIGHT MOVIE		12.45	FOR RTGS SEE PAGE A-16				2.0*	12*	1.9	FOR RTGS SEE PAGE A-17				2.4*	13*	2.4
	11.30- 1.35AM			1.00						1.9						2.5		
				1.15				2.0*	15*	2.2				2.5*	19*	2.5		
				1.30						1.9						2.0		
EVENING MONDAY-FRIDAY																		
ABC	9.58- 9.59PM	ABC NEWSBRIEF-M-F	M-F	8.15							13,190	17.7	13,190	17.7	28	12.4		
				8.45	15,350	20.6	15,350	20.6	33	15.0						13.9		
				9.45						24.3						20.8		
CBS	8.58- 8.59PM	NEWSBREAK-M-F	M-F	8.45	10,210	13.7	10,210	13.7	21	13.7	12,370	16.6	12,070	16.2	26	13.7		
	CONT'D																	

NATIONAL *Nielsen* TV AUDIENCE ESTIMATES

## OTHER PROGRAMS

				WEEK 1					WEEK 2							
DAY	NETWORK	TIME (N.Y.T.)	PROGRAM	QUARTER HOUR	TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD. BY 1/4 HR	TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD. BY 1/4 HR
					HOUSEHOLDS (000)	%	HOUSEHOLDS (000)	%	SHARE %	%	HOUSEHOLDS (000)	%	HOUSEHOLDS (000)	%	SHARE %	%
EVENING MONDAY-FRIDAY CONT'D																
CBS	8.58-	8.59PM	NEWSBREAK-M-F-CONT'D	9.00												
				9.15												21.4
				9.45												19.4
CBS	12.42-	1.24AM	LATE MOVIE II	12.00	4,100	5.5	3,350	4.5	30	6.6	4,540	6.1	3,800	5.1	29	14.5
	12.40-	1.24AM		12.15				6.2*	26*	6.0				6.2*	26*	6.7
				12.30						5.6						6.0
				12.45						5.4						5.3
				1.00				5.3*	28*	4.7				5.5*	32*	5.1
				1.15						4.0						4.9
				1.30				5.1*	38*	3.3				4.8*	31*	4.7
				1.45						3.3						
NBC	8.58-	8.59PM	NBC NEWS UPDATE-M-F	8.45	10,280	13.8	10,280	13.8	21	13.8	10,280	13.8	10,280	13.8	21	13.8
NBC	12.00-	1.15AM	TONIGHT SHOW	1.00	FOR RTGS SEE PAGE A-16					3.5						
				1.15												
				1.30				2.8*	21*	2.5						
				1.45						2.1						
NBC	1.00-	1.45AM	TOMORROW SHOW	2.00	FOR RTGS SEE PAGE A-16					1.8						
				2.15				1.6*	18*	1.7						
										1.5						
				2.30						1.2						
DAY MONDAY-FRIDAY																
ABC	2.33-	2.43PM	ABC SPECIAL REPORT(S)	TUE. 2.30	6,630	8.9	6,560	8.8	31	8.8						
ABC	4.30-	5.30PM	ABC AFTERSCHOOL SPECIAL(S)	WED. 4.30							6,630	8.9	4,320	5.8	18	5.3
				4.45										5.4*	18*	5.5
				5.00												6.2
				5.15										6.2*	18*	6.1
CBS	11.54-	12.00NN	CBS MID-DAY NEWS-EDWARDS	M-F 11.45	4,770	6.4	4,100	5.5	23	5.5	4,770	6.4	4,170	5.6	25	5.6
NBC	4.00-	5.00PM	SPECIAL TREAT(S)	TUE. 4.00							8,570	11.5	5,360	7.2	21	7.0
				4.15										6.8*	21*	6.7
				4.30												7.4
				4.45										7.7*	22*	8.0
DAY SATURDAY																
ABC	8.26-	8.30AM	SCHOOLHOUSE ROCK-8.26AM	8.15	3,950	5.3	3,430	4.6	28	4.6	3,800	5.1	3,200	4.3	27	4.3
ABC	9.26-	9.30AM	SCHOOLHOUSE ROCK-9.26AM	9.15	4,920	6.6	4,470	6.0	25	6.0	4,920	6.6	4,470	6.0	25	6.0
ABC	10.56-	10.59AM	SCHOOLHOUSE ROCK-10.56AM	10.45	4,690	6.3	4,540	6.1	24	6.1	6,260	8.4	5,960	8.0	30	8.0
ABC	11.26-	11.29AM	SCHOOLHOUSE ROCK-11.26AM	11.15	4,250	5.7	4,020	5.4	23	5.4	4,770	6.4	4,620	6.2	24	6.2
ABC	11.56-	11.59AM	SCHOOLHOUSE ROCK-11.56AM	11.45	4,020	5.4	3,800	5.1	20	5.1	4,920	6.6	4,540	6.1	24	6.1
CBS	8.26-	8.29AM	IN THE NEWS- 8.26AM	8.15	3,950	5.3	3,800	5.1	29	5.1	4,250	5.7	3,950	5.3	31	5.3
CBS	8.56-	8.59AM	IN THE NEWS- 8.56AM	8.45	4,840	6.5	4,400	5.9	29	5.9	5,140	6.9	4,620	6.2	29	6.2
CBS	9.26-	9.29AM	IN THE NEWS- 9.26AM	9.15	6,410	8.6	6,030	8.1	34	8.1	8,270	11.1	7,900	10.6	44	10.6
CBS	9.59-	10.02AM	IN THE NEWS- 9.59AM	9.45	7,450	10.0	7,150	9.6	40	9.7	8,490	11.4	8,050	10.8	43	10.7
				10.00						9.5						10.7

NATIONAL *Nielsen* TV AUDIENCE ESTIMATES

## OTHER PROGRAMS

					WEEK 1				WEEK 2							
DAY	NETWORK	TIME (N.Y.T.)	PROGRAM	QUARTER HOUR	TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD. BY 1/4 HR	TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD. BY 1/4 HR
					HOUSEHOLDS (000)	%	HOUSEHOLDS (000)	%	SHARE		HOUSEHOLDS (000)	%	HOUSEHOLDS (000)	%	SHARE	
DAY SATURDAY CONT'D																
	CBS	10.26-10.29AM	IN THE NEWS-10.26AM	10.15	7,750	10.4	7,150	9.6	39	9.6	8,640	11.6	7,520	10.1	39	10.1
	CBS	11.33-11.36AM	IN THE NEWS-11.33AM	11.30	5,140	6.9	4,690	6.3	25	6.3	5,660	7.6	5,360	7.2	27	7.2
	CBS	11.56-11.59AM	IN THE NEWS-11.56AM	11.45	5,510	7.4	4,990	6.7	26	6.7	5,590	7.5	4,990	6.7	25	6.7
	CBS	12.26-12.29PM	IN THE NEWS-12.26PM	12.15	4,020	5.4	3,800	5.1	21	5.1	4,400	5.9	4,250	5.7	22	5.7
	CBS	12.56-12.59PM	IN THE NEWS-12.56PM	12.45	4,170	5.6	4,100	5.5	21	5.5	4,990	6.7	4,690	6.3	22	6.3
	CBS	1.26- 1.29PM	IN THE NEWS- 1.26PM	1.15	2,760	3.7	2,380	3.2	13	3.2	4,620	6.2	4,320	5.8	21	5.8
	NBC	10.27-10.29AM	METRIC MARVELS-10:27AM	10.15	3,950	5.3	3,730	5.0	20	5.0	4,320	5.8	4,170	5.6	21	5.6
	NBC	10.57-10.59AM	METRIC MARVELS-10:57AM	10.45	4,920	6.6	4,840	6.5	26	6.5	5,740	7.7	5,590	7.5	29	7.5
	NBC	11.57-11.59AM	METRIC MARVELS-11:57AM	11.45	4,690	6.3	4,540	6.1	24	6.1	5,660	7.6	5,590	7.5	29	7.5
	NBC	2.30- 4.49PM	NCAA CHAMP. SERIES-SAT 1(S)	4.45												13.9
	NBC	4.49- 5.08PM	NCAA WARM-UP(S)	5.00												14.7
DAY SUNDAY																
	ABC	11.55-11.59AM	SCHOOLHOUSE ROCK-11.55AM	11.45	2,980	4.0	2,680	3.6	16	3.6	2,160	2.9	2,010	2.7	11	2.7
	CBS	8.26- 8.29AM	IN THE NEWS- 8.26AM-SUN.	8.15	1,270	1.7	1,270	1.7	15	1.7	670	.9	600	.8	8	.8

CBS	8.56- 8.59AM	IN THE NEWS- 8.56AM-SUN.	8.45	1,270	1.7	1,190	1.6	11	1.6	750	1.0	670	.9	6	.9
NBC	1.00- 3.07PM	NCAA CHAMP. SERIES-SUN 1(S)	3.00	FOR RTGS SEE PAGE A-32					10.5						
NBC	3.07- 5.07PM	NCAA CHAMP. SERIES-SUN 2(S)	5.00	FOR RTGS SEE PAGE A-34					13.1						